APRIL 17, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsma of Radio

Broadcast Adver

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5,000 Baltimore Listeners per Dollar

● That's what W-I-T-H delivers in Baltimore on a Sunday afternoon show. Latest figures, using coverage, cost and number of listeners, give you a common denominator that proves why W-I-T-H, day in and day out, produces at the lowest-cost-per-dollar-spent in Baltimore.

W-I-T-H

The Independent Station in

BALTIMORE

TOM TINSLEY, ***President***

Represented Nationally by **HEADLEY-REED**

IN THIS ISSUE: AGENCY TELEVISION PLANS

NILES, Mich.—Mr. and Mrs. J. F. Robeson own their own home at 1615 Ferry street, Niles. Mr. Robeson was born on a farm. His father's sister, Mrs. G. E. Bausman, still lives on a farm near Dayton, Indiana. Pictures show Mr. Robeson

IN TOWN . . .

in his well-equipped basement work shop, which shares his hobby time with his lawn and garden; Mrs. Robeson at her sewing machine, and the Robesons interrupted at their reading.

Advertisement No. 7 in a Series

IN TOWN AND COUNTRY . . . *There's a Common Background*

FOLKS in Midwest America, whether from city or country, think and react pretty much alike. It's probably because so many of the city folks either came from the farm themselves, or have relatives who are farming. Consider the G. E. Bausmans, farming near Dayton, Indiana, and Mrs. Bausman's nephew, J. F. Robeson, a railroad clerk in Niles, Michigan (pop. 11,328). Both the Bausmans and Robesons regularly *buy WLS-advertised products!* Checking last year's purchases in classes of goods advertised on the station, we found that 46% of the Bausmans' selections and 45% of the Robesons' selections were brands advertised on WLS! Here's definite evidence that, both in town and country, *WLS Gets Results!*

DAYTON, Ind.—Mr. and Mrs. G. E. Bausman (she is Mr. Robeson's aunt) own a beautiful home on a 155-acre farm near Dayton. The house, a sturdy and spacious brick structure, was built in 1843, has been completely modernized with running water, electric stove and refrigerator, and

. . . AND COUNTRY

central heating. They have a car, truck and two tractors. Mr. Bausman is one of the principle cattle feeders in Tippecanoe county; his wife has long been one of the state leaders in farm women's organizations and activities. Pictures show Mrs. Bausman looking over her extensive collection of valuable milk glass (she has another cabinet of Majolica); the couple before one of two marble fireplaces in their living room; and Mr. Bausman relaxing in his easy chair — near the radio, of course.

WLS CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL

Cultivate a *Victory Garden* in New England

NEW ENGLAND is fertile ground. It isn't a question of sales richness, it's a question of covering all the productive acreage with effective selling.

The more you sow, the more you'll reap in the 21 key market areas which comprise 2,055,010 radio homes.

The Yankee Network hometown station in each of these markets is the cultivator. It gives you the direct contact necessary to reap the bumper crop you are after.

Planting the sales seed directly in each field is obviously the sensible procedure. There is only one effective way to do it by radio. Use The Yankee Network's 21 stations, reaching a potential audience of 8,377,543 out of the total New England population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS. EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL Columbia, of course The Radio Buy of OMAHA

New Orleans has its *Mardi Gras*

Omaha has its *Ak-Sar-Ben*

Omahans Work Hard But They Like Fun, too

While, of course, Omahans have laid aside some of their earthly pleasures (the Annual Ak-Sar-Ben Ball is one of them) for the duration . . they still retain their knack for gracious living.

The point is . . . "enjoying life" is an inherent characteristic of Omahans. What's more, they have a "way-above-average" income with which to do it.

To sell this TOP market most directly and at lowest cost . . . the TOP buy is Station KOIL. Write for availabilities.

A RICH MARKET

During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power. —Sales Management.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS — 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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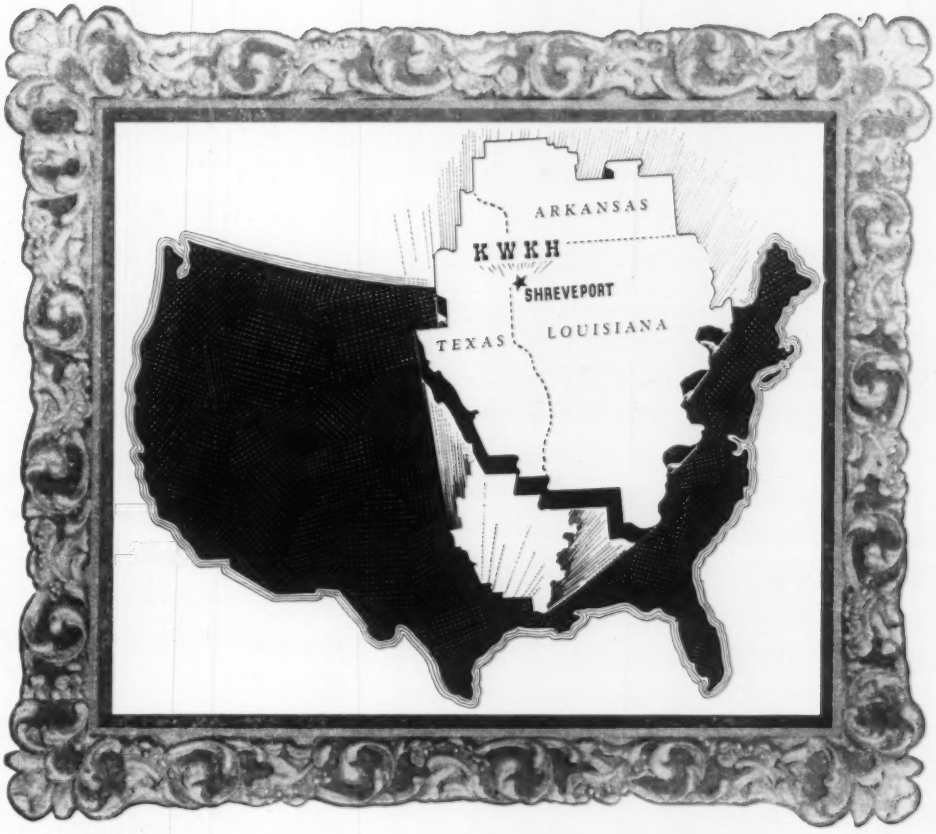


PORTRAIT OF A *Growing* MARKET

• Representative of KWKH-land's growth in population is Shreveport, hub of the rich East Texas-North Louisiana-South Arkansas area. In the past decade Shreveport's population has increased more than 25 per cent. This is not a wartime increase, but a steady rise resulting from greater demands for the market's resources such as oil and gas, lumber, minerals and diversified agricultural and livestock products. In addition, wartime expenditures have brought about a steady increase of industrial growth destined to become an important factor in postwar prosperity.

All these things make for a healthy, growing market... one in which your advertising dollars will sell now and build greater sales in the future. There is only one medium powerful enough to cover it completely, effectively — KWKH, the Shreveport Times station! For details and availabilities, contact KWKH directly or ... ask a Branham Man!

KWKH

50,000 WATTS

A Shreveport Times Station **CBS** Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

you are the Hope of the World

Not in the Halls of Congresses and Parliaments—

Not in the Staff Rooms of Generals and Admirals—

Not in the meeting halls of societies and organizations—

It is in none of these places that a great new world will be fashioned and grow to new greatness.

It is in *your* home . . . *your* living room—in your mind and in your heart. *Yours* is the strength that must set the world aright.

Yes, *you* are the hope of the world.

A wiser, broader-visioned, more understanding you.

A you of vision and the capacity for greatness . . .

A you who knows the ways of human beings . . . people of this land and other lands . . .

Who hears the news . . . the music and the drama of the world.

Who hears its laughter and its sobs —who understands the work and the games of everywhere.

A *you* who knows the aspirations and ambitions and strivings of others like yourself—folks who speak a common language of dreams and longings . . . and have the will and the wit to make dreams into realities.

Yes, it is *you* who are the hope of the world.

For no home, no village, no nation and no world can be more great or noble than the individuals who people it . . .

* * *

No American can look to the future without a deep and sober regard for the children of America . . . his children . . . citizens of the future.

The Blue Network and its affiliated stations have taken this important audience with great seriousness. Thus, it is no accident that children are offered a wide variety of good, wholesome entertainment—the Blue Playhouse . . . the entertaining and instructive Quiz Kids . . . the pure adventure that is part and parcel of every child's ambitions . . . Terry and The Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

It's radio for all people of all ages . . . on "The Blue"—great music, complete, accurate news, great ringing forum, pure drama, adventure, variety, comedy! Listen, America!

THIS IS THE ***Blue*** *NETWORK*

AMERICAN BROADCASTING SYSTEM, INC.

. . . and still it's

"YOU"

And here's advertisement number three in the BLUE Network-BLUE stations national campaign.

As you read the copy you will realize again that we are continuing to tell the story of broadcasting—not from our point of view, but from the listeners' angle—always the "you" angle.

A very important portion of that "you" is the youth of America.

The Blue is serving them with more shows for children than ever before. At the same time there are still several "kid shows" available and good periods in which to run them.

. . . and the purpose of the Campaign is still

TO MAKE THE Blue A BETTER BUY FOR YOU

WHAT'S YOUR "ATTENTION-GETTER"?

In printed advertisements the function of an illustration is to catch the reader's eye. In radio, the function of "entertainment" is to catch the listener's ear. But don't forget that, regardless how attractive the illustration or the program, *the whole idea is frustrated unless the consumer gets the sales message.*

Sonovox does for the *sales message* what "entertainment" is supposed to do for a program. Sonovox puts interest-value, curiosity-appeal, interruptive-quality into *the commercial itself.* And that's why the sponsor-identification rating of programs using Sonovox goes up quickly, and stays up, while most others rise slowly through the sheer weight of repetition.

Sonovox is a new art—but not for art's sake. Sonovox is offered as a means of increasing the effectiveness of radio *commercials.*

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 16 WASHINGTON, D. C., APRIL 17, 1944 $5.00 A YEAR—15c A COPY

Ryan Seeks Broadcaster-FCC Cooperation

Says Two Groups Have Common Objectives

J. HAROLD RYAN last Saturday formally assumed the presidency of the National Association of Broadcasters with a plea to broadcasters to stick together in fulfilling their public obligations and an invitation to the FCC to work with the organization in achieving maximum radio performance by "understanding cooperation."

Brushing aside past grievances of the NAB with the FCC Mr. Ryan, in a statement to BROADCASTING [see text herewith], said he believed both radio and the FCC were here to stay. "Both have a common objective and should be able to attain it by understanding cooperation," he said.

Interim Service

In taking over the office occupied by Neville Miller for six years, Mr. Ryan becomes the second paid president of the NAB. A practical broadcaster who had served since December 1941 in Washington as Assistant Director of Censorship, Mr. Ryan was elected to the NAB post last Feb. 3 by the NAB board meeting in extraordinary session in Chicago. He then agreed to serve as the interim executive until July 1, 1945.

Mr. Ryan assumed his new post on April 15—precisely on schedule. Last Thursday he handed over to John E. Fetzer, owner of WKZO Kalamazoo, the functions of Assistant Director of Censorship in charge of radio, and then moved up to NAB Washington headquarters at 1760 N St., N.W. Mr. Fetzer, a member of the NAB board and an active figure in Association affairs, was named Mr. Ryan's successor by Byron Price, Director of Censorship, following Mr. Ryan's acceptance of the NAB post.

In his maiden statement as leader and spokesman for American radio, Mr. Ryan expressed his "utter faith" in American broadcasters. If they work together toward the common goal of good radio, he declared, they will "meet any test to which they are put by those they serve."

Expressing no preconceived notions about immediate radio problems, the 59-year-old Toledoan had been in touch with NAB headquarters since his appointment last February, functioning through C. E. Arney Jr., secretary-treasurer, as acting managing director. He will meet with the full NAB board of 26 members May 8-10 at the Statler Hotel in Washington, at which time he will outline his plans and possibly the question of headquarters' staff reorganization. Under NAB's by-laws, the president has virtual plenary powers.

New NAB President Caught at His Desk by Harris & Ewing Cameraman

Legislative Session

Mr. Ryan was to confer this week with Don S. Elias, executive director of WWNC Asheville, chairman of the Legislative Committee, in connection with the White-Wheeler bill (S-814) now pending before the Senate Interstate Commerce Committee following hearings before the Committee. It is expected the Legislative Committee will meet with Mr. Ryan during the week of April 24 to appraise the legislative situation. Members of this Committee, in addition to Chairman Elias, are: Clair R. McCullough, WGAL Lancaster; Joseph H. Ream, CBS New York; Frank M. Russell, NBC Washington; James D. Shouse, WLW Cincinnati; James W. Woodruff Jr., WRBL Columbus, Ga.; G. Richard Shafto, WIS Co-

(*Continued on page 56*)

J. HAROLD RYAN'S DECLARATION OF POLICY

WE HAVE plenty of evidence in the world today that men must stand together if they intend to preserve the rights to which freemen are born. But in standing together, they must recognize and respect and carry with courage the obligations incumbent upon those who would enjoy the privileges of democratic living.

I enter the presidency of the National Association of Broadcasters convinced of this, that the broadcasting industry has many obligations which must be met. It is obligated to the Government, which is to say that it is obligated to the people who ARE the Government. To the people of the United States broadcasters owe good and clean programming in entertainment, honest reporting of the news and fair interpretation of it, conscientious support of worthy community projects, true reflection of matters political and social; in short, to the people the broadcasters owe GOOD RADIO.

I see the National Association of Broadcasters as an instrument which can be used in helping to pay that debt. I see it, too, as a defender of the American system of broadcasting as the RIGHT system of broadcasting. To my mind it has always been the right system and the only one consistent with our national aims as a democracy.

If you want to know what I believe, I believe that the Association should continue vigorously its program for obtaining new legislation which is patterned to meet the requirements of an industry that has proven itself worthy; I believe the Association should direct its influence toward technical improvements, for in that direction lies greater service to the people; I believe it should devote itself to removing whatever scar-tissue remains from earlier days, when broadcasting's objectives had not come into clear focus.

I believe radio is here to stay and I have an overpowering presentiment that the Federal Communications Commission is also. Both have a common objective and should be able to attain it by understanding cooperation.

Beyond this, I hope that the Association will devote itself to sponsoring sounder management among radio stations, that all may prosper according to their desserts. Such management, it seems to me, should treat with equal emphasis the problems of programming as well as the problems of the commercial departments. Broadcasting's duty to its sponsors is clear-cut—to enable them, through its medium, to speak honestly and sincerely of their products to the public. This concept is as historically American as the pioneer trading-post, which patterned it.

I have utter faith in America's broadcasters. I know many of them personally and I hope to meet more of them. They subscribe to the sentiments I have stated here, I believe, and they will meet any test to which they are put by those they serve.

RTPB Panel Proposes Wider FM Band

Modulation, VHF Band Position, Channel Size Studied

FORMAL resolutions proposing a widening of the present FM band from its existing 40-channel limit to 80 or 100 channels, retention of the 200 kc channel width, and continued occupancy of the existing portion of the spectrum for FM were adopted by Panel 5 of the Radio Technical Planning Board at an all-day session at the Palmer House in Chicago April 11. C. M. Jansky Jr., senior partner of Jansky & Bailey, consulting engineers of Washington, presided at the meeting attended by some 30 members and observers.

The panel, part of the RTPB structure created to develop proposed allocations and standards for various radio services for FCC consideration, concluded that there are no systems of modulation which show any indication of being either as good or better than FM. Moreover, it held that despite contentions of interference in the present FM range (42-50 mc) the present position should not be changed.

The panel advocated a minimum of 80 to 100 channels for FM, both commercial and non-commercial, in a continuous band. Television channel No. 1 occupies the range from 50 to 56 mc and the amateurs have the range from 56 to 60 mc—the additional bands sought.

The proposal for expansion of the band, to cover 80 to 100 mc in lieu of the present 40-channel range, was advanced by Walter J. Damm, WTMJ-WMFM Milwaukee, as president of FM Broadcasters Inc., on his board's instructions.

It was also recommended that the name of Panel 5 should be changed from VHF Broadcasting to FM Broadcasting, since the panel had decided it shall be used for broadcasting in very high frequencies.

The formal resolutions, as adopted at the all-day session, were:

(I) Type of Modulation: The Panel at its first meeting had referred to its "Committee on the State of the Art", composed of men having access to classified radio information, the question whether or not there have been any new undisclosed developments in the art which would offer advantages for VHF broadcasting superior to the system of frequency modulation now provided for in the present rules of the FCC governing Frequency Broadcasting. This committee reported to the Panel that there are no systems of modulation classified or otherwise which show any indication of being either as good as or better than the FM system now in use;

(II) Position of VHF Broadcast Band in the Spectrum: (Adopted subject to evidence from Dr. J. H. Dellinger, Radio Chief, National Bureau of Standards, concerning the effect in the present part of the spectrum of erratic interference when used for FM broadcasting systems.) The fact that the technical evidence has now shown by practical operating experience that FM can provide a satisfactory service in its present position in the frequency spectrum, and the fact that there is no technical evidence to indicate that certain erratic propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocation, or that there would be any other advantages accruing through the use of other locations of the spectrum, and the fact that there is already a substantial public investment in FM equipment and a highly organized public service already being rendered by existing FM stations in this position of the spectrum;

Be it hereby resolved that it is the consensus of this Committee that the present position of FM Broadcasting

(*Continued on page 54*)

TELEVISION DEPARTMENTS AND PROGRAMS OF AGENCIES

Agency	Location	Television Director	Radio Director	Telecasting to Date	Type Programs	Current Television Clients	No. Clients Planning Television	Stations
Aubrey, Moore & Wallace	Chicago	.....	J. H. North	No	.....	..	..	.....
N. W. Ayer & Son	New York	H. C. Sanford	H. L. McClinton	Yes	Sports events	..	3	Philco. Phila.
BBDO	New York	Ted Long	Arthur Pryor Jr.	Yes	.....	10	3-4	WRGB, Schenectady
Benton & Bowles	New York	.....	Walter Craig	Yes	Variety dramatic	..	3	W2XWV, N. Y.
Biow Co.	New York	Bernard Prockter	Bernard Prockter	Yes	Time signals	1	3	WNBT, N. Y.
Blaine-Thompson Co.	New York	Marlo Lewis	Richard Ash	No	.....	..	..	.....
J. Carson Brantley Adv. Agency	Salisbury, N. C.	.....	J. Carson Brantley	No	.....	..	..	.....
Buchanan & Co.	New York	Jack Wyatt Jr.	Jack Wyatt Jr.	No	.....	..	4-5	.....
Leo Burnett Co.	Chicago	Frank Ferrin	Frank Ferrin	No	.....	..	..	.....
Harold Cabot & Co.	Boston	.....	James L. O'Brien	No	.....	..	..	.....
Cecil & Presbrey	New York	Thomas G. Sabin	Thomas G. Sabin	Yes	Variety	1	..	W2XWV, N. Y.
Compton Adv.	New York	James Manilla	Lee Graves	Yes	Sports events	2	..	WNBT, N. Y.
					Quiz			WRGB, Schenectady
					Puppet shows			W2XWV, N. Y.
Critchfield & Co.	Chicago	.....	M. E. Blackburn	..	.....	..	..	.....
Donahue & Coe	New York	John Hugh	Richard Nicholls	No	.....	..	Several	.....
Roy S. Durstine	New York	.....	Chas. H. Furey	No	.....	..	..	.....
William Esty & Co.	New York	Thomas L. Riley	Thomas D. Luckenbill	No	.....	..	5	.....
Federal Adv. Agency	New York	John S. Davidson	John S. Davidson	Yes	Variety	..	..	W2XWV, N. Y.
Foote, Cone & Belding	New York	Frank Eaton	Jack Meakin	No	.....	..	..	.....
Harry M. Frost Co.	Boston	Harvey P. Newcomb	Harvey P. Newcomb	No	.....	..	..	.....
Albert Frank-Guenther-Law	New York	Russell Clevenger	Russell Clevenger	No	.....	..	..	.....
Gardner Adv. Co.	New York	.....	Roland Martini	No	.....	..	..	.....
Goodkind, Joice & Morgan	Chicago	.....	Harlow Roberts	..	.....	..	..	.....
Lawrence C. Gumbinner Adv. Agency	New York	Paul G. Gumbinner	Paul G. Gumbinner	..	.....	..	Several	.....
George C. Hoskin Assoc.	Chicago	G. C. Hoskin	G. C. Hoskin	..	Religious	1	1	.....
H. B. Humphrey Co.	Boston	Wm. H. Eynon	Wm. H. Eynon	May 3	Interview	1	2	W2XWV, N. Y.
Ralph H. Jones Co.	Cincinnati	.....	C. M. Robertson Jr.	No	.....	..	..	.....
H. W. Kastor & Sons	Chicago	Benj. J. Green	Benj. J. Green	No	.....	..	Several	.....
Kelly, Zahrndt & Kelly	St. Louis	.....	Chas. F. Kelly Jr.	..	.....	..	..	.....
Kenyon & Eckhardt	New York	Robert Stevens	Joseph Stauffer	Yes	.....	2	3	W2XWV, N. Y.
Abbott Kimball Co.	New York	Cecil H. Hackett	Cecil H. Hackett	Yes	Fashion	1	1	W2XWV, N. Y.
Arthur Kudner	New York	Myron P. Kirk	Myron P. Kirk	No	.....	..	Several	.....
Lake-Spiro-Shurman	Memphis	.....	Clarke R. Brown	No	.....	..	..	.....
Lennen & Mitchell	New York	.....	S. James Andrews	No	.....	..	..	.....
Marschalk & Pratt	New York	.....	.....	Yes	News	1	1	WNBT, N. Y.
Maxon Inc.	New York	Preston H. Pumphrey	Preston H. Pumphrey	No	.....	..	..	.....
McCann-Erickson	New York	Lloyd Coulter	Lloyd Coulter	..	.....	..	..	.....
McJunkin Adv. Co.	Chicago	Hal R. Makelim	Hal R. Makelim	No	.....	..	..	.....
McKee & Albright	Philadelphia	.....	J. A. McFadden	No	.....	..	..	.....
Mitchell-Faust Adv. Co.	Chicago	.....	Hildred Sanders	No	.....	..	Several	.....
Morse International	New York	Chester C. Slaybaugh	Chester C. Slaybaugh	No	.....	..	1	.....
Newell-Emmett Co.	New York	Edwin Franklin	Blayne Butcher	Yes	Dramatic	1	..	W2XWV, N. Y.
		Ransom P. Dunnell						
Pedlar & Ryan	New York	E. G. Sisson Jr.	E. G. Sisson Jr.	..	.....	..	2	.....
Presba, Fellers & Presba	Chicago	.....	Marquis Smith	No	.....	..	Several	.....
Knox Reeves Adv.	Minneapolis	.....	Lloyd Griffin	Yes	Sports events	..	..	.....
					Cooking school			
Ruthrauff & Ryan	New York	Reggie Morgan	.....	No	.....	..	..	.....
Schwimmer & Scott	Chicago	.....	Cecil Widdifield	No	.....	..	..	.....
Russel Seeds Co.	Chicago	Hub Jackson	Hub Jackson	No	.....	..	3	.....
Raymond Spector Co.	New York	Lewis Nemerson	Lewis Nemerson	No	.....	..	3	.....
Chas. M. Storm Co.	New York	Raymond E. Nelson	Raymond E. Nelson	Yes	Variety	4	Several	W2XWV, N. Y.
J. Walter Thompson Co.	New York	Gene Kuhne	Robert Colwell	Yes	Variety	..	..	WRGB, Schenectady
		Tom Weatherley	John U. Reber					W2XWV, N. Y.
Walker & Downing	Pittsburgh	.....	R. C. Woodruff	No	.....	..	..	.....
Norman D. Waters & Assoc.	New York	Norman D. Waters	Bernard Blatt	Yes	Fashions, beauty contests	..	4-5	WNBT, N. Y.
William H. Weintraub & Co.	New York	Hugh Chain	Hugh Chain	No	.....	..	Several	.....
Young & Rubicam	New York	John Southwell	Hubbell Robinson Jr.	No	.....	All types	Several	.....

Agencies Ready for Post-War Television

Checkup in Major Markets Reveals 55 Laying Plans for Visual Art

By SOL TAISHOFF

UNLIKE standard broadcasting, which got off to a wobbly start following World War I and had to be sold the hard way, television will boast advertising recognition as soon as facilities are available in the wake of World War II.

That advertising agencies and their accounts will not be caught napping on visual radio is brought home convincingly in a survey by BROADCASTING of leading agencies responsible for the bulk of network and spot radio business. Only larger agencies in major markets were covered, because television's post-war commercial debut will be confined mainly to the larger centers of population, gradually fanning out from those points through affiliated or satellite video transmitters as coaxial cables and radio relay links for networks become available.

Warm-Up Activities

Great impetus has been given television in recent months through test programming, lecturing and other warm-up exploitations sponsored largely by television manufacturers, and by networks' statements of policy regarding national television service.

The BROADCASTING survey brought replies from 55 leading agencies in the major time placement and programming centers. Of the aggregate, 27 already have video programming departments and the balance said plans are being made. Experimental telecasting already has been undertaken on five of the operating transmitters by 17 agencies in New York, Philadelphia, Schenectady and Chicago. Commercial television campaigns are being planned by 31 agencies for upwards of 50 clients. The new title of "television director" has sprouted in 30 of the responding agencies.

Agencies responding to the simple questionnaire reported an aggregate of 23 accounts now using television experimentally. Practically all of the agencies predicted a solid advertising future for the video art.

Thus far, experimental telecasting has been confined to special event features such as ball games, beauty contests and puppet and fashion shows on live pickups, along with variety shows and quiz type programs. Short subjects by film have been used to fill in regular program schedules maintained by the existing roster of stations transmitting regularly in New York, Philadelphia, Chicago, Los Angeles and Schenectady.

The majority of agencies were cautious in predicting television's arrival and in setting forth the manner or speed of its commercial development. There are many unknown quantities, agency spokesmen pointed out, with the very first problem that of "circulation" and the distribution of television receivers. Consequently, precise information was sketchy, but deep interest was apparent in the returns.

BBDO, New York, which has used WRGB Schenectady experimentally, enumerated 10 clients that have tested television as an advertising medium. The lineup included Royal Crown Cola, Hamilton Watch, Vimms, Goodrich, Blackstone Cigars, Wildroot, Remington Arms, Easy Washer Machine, GE Mazda Lamps, and General Electric Co. (operator of WRGB). The programming ran the gamut from variety and plays through educational and straight commercials.

Biow Co., Bulova Watch Co. agency, reported use of WNBT, NBC's New York video station, on one-minute time signals—claiming the distinction of being the pioneer television commercial.

Cecil & Presbrey, New York, which uses the DuMont station W2XWV New York, listed Boots Aircraft Nut Corp. use of television. Thomas G. Sabin, television director, reported that despite the governmental restrictions on materials and the number of sets in use, plus studio limitations, "television can be matched by no other medium for advertising."

Compton Adv., New York, is transmitting experimentally for Procter & Gamble (Ivory Soap, Duz) and Socony Vacuum Oil Co. (Mobile Oil). It has picked up the Brooklyn Dodgers baseball games, *Truth or Consequences*, and puppet shows.

Marschalk & Pratt, New York, Standard Oil Co. of New Jersey agency, has been using WNBT for *Esso Reporter* video presentations. It has used a combination method of presentation, employing film as well as studio shots of news items teletyped less than 24 hours earlier. The agency shortly will name a television director.

Newell-Emmett Co., New York, has been telecasting over W2XWV and is preparing one show a month for Proctor Electrical Co. The agency has two television directors —Edwin Franklin and Ransom P. Dunnell, who are working on ideas and programs.

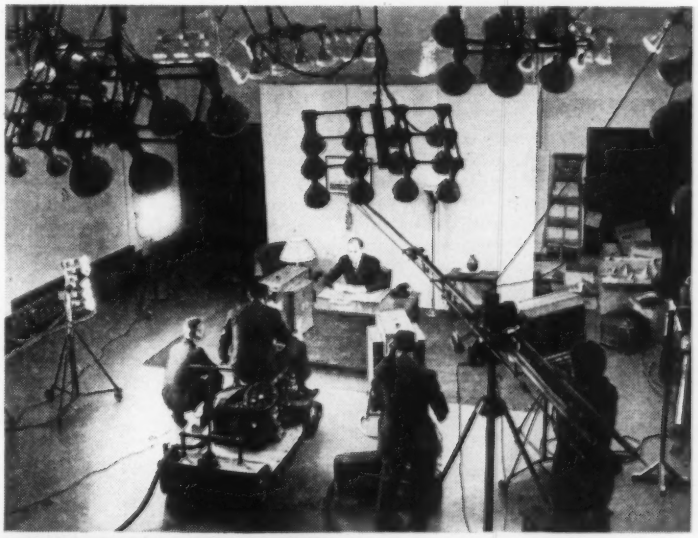
Charles M. Storm, which has pioneered in commercial television presentations over W2XWV, reported it is planning television programs for a number of accounts. Among current television clients are Park & Tilford, Hillman Publications, Triangle Publications and

(*Continued on page 58*)

Premiere of FCC Movie Is Telecast; Fly Appears on Three-Station Hookup

A MOVIE premiere via television occurred last Monday when "Patrolling the Ether," a short of the M-G-M series, "Crime Does Not Pay," was telecast by WNBT New York, WRGB Schenectady, WPTZ Philadelphia, WTZR Chicago and KTSL Hollywood, six weeks before the film will be presented to the public through the regular motion picture theatres.

James Lawrence Fly, FCC chairman, introduced the picture to audiences of the first three stations, speaking from the studios of WNBT. His picture and voice were relayed to WRGB and WPTZ for simultaneous telecasting. It was the first time WNBT had broadcast a live studio program in almost two years, marking resumption of studio presentations on a schedule which will be expanded as rapidly as men and material are available, according to NBC.



LIGHTS AND CAMERAS galore confronted James Lawrence Fly, FCC chairman, when he was televised April 10 by WNBT, NBC television station in New York, during televising of the MGM two-reel movie, "Patrolling the Ether". At left is a still camera shot of the chairman's television image. The still picture off the screen does not give an adequate idea of the definition that marks modern television. WNBT was hooked up with WRGB Schenectady and WPTZ Philadelphia for the program.

Activities Curtailed

Film is a dramatic presentation of fictional incidents based on actual records of the FCC Radio Intelligence Division, through whose cooperation the picture was made. In his introduction Mr. Fly discussed the use of radio by enemy espionage agents and reported that the science of radio detection as developed by the RID staff "has made it possible for the FCC to hold enemy transmissions in this nation almost to zero".

With the RID facing a million-dollar cut in its budget for the 1945 fiscal year [BROADCASTING, Jan. 31-March 27], much of the FCC's radio intelligence work outside the continental U. S. will be curtailed, according to George E. Sterling, RID chief. Monitoring in this country also will be somewhat curtailed, due to the necessity of cutting personnel, he added.

FCC executives have been in conference with military officials as to future policy, under the restricted operations made necessary by an expected reduction of $2,163,857 in the Commission's 1945 budget. The Independent Offices Appropriations Bill (HR-4070) is scheduled for conference next month. The House had reduced the FCC appropriation by $1,654,857 and the Senate, passing the bill March 20, added another $509,000 cut.

AFM 'Make Work' Strike Hits WJJD

Chicago Local Demands Station Music Staff Be Doubled

DEMANDS by the AFM of WJJD Chicago that it double to 20 the number of union musicians it now employs, and at the same rate of $75 weekly for the maximum five-day week, caused a "walkout" strike at the station at 9 p.m. last Thursday. Meanwhile, the work of the 10 musicians, directed to strike by James C. Petrillo, AFM president, was being carried on Friday under police protection by five girl clerical employes, who also attended to their regular duties.

WJJD has been sold to Marshall Field, Chicago publisher and department store owner, for $700,000, subject to FCC approval [BROADCASTING, March 6].

Ralph L. Atlass, president of WJJD, issued the following statement April 14:

On Tuesday, April 11, we were informed by one of our musicians that all musicians employed by our station were being directed by their union not to report for work after April 13. There had been no strike threat, or no strike vote by our musicians. There is now no dispute over pay or working conditions. Our men now receive a minimum of $75 per week per man. The union scale is $75 per week for a maximum five-hour five-day week. They now work, exclusive of turning records, an average of less than 7½ hours per week per man. The union is now demanding that we employ 20 men to do the same work that is now being done by 10. Chicago is a critical manpower area. We consider this demand an unpatriotic waste of manpower. It is economically impossible.

Conciliation Asked

We regret that the Chicago Federation of Musicians has seen fit to call a strike that was not voted by their members in our employ, a strike called when no dispute over wages or working conditions exists, a "make-work" strike aimed to force the employment of twice as many men to do the same work as is now being done by the present staff that is now working less than 25 hours a week. This demand has not been made of other Chicago stations whose contracts have expired. The station requested conciliation by governmental authority. The union has refused the services of the U. S. conciliator.

The following telegram was sent April 13 by Mr. Atlass to Petrillo:

In accordance with your testimony before the Senate subcommittee that any broadcaster has the right to appeal to you from the unjust demands of any local, we are availing ourselves of this privilege. Your local in Chicago has made unjustified and unpatriotic demands upon us to have twice the number of employes to accomplish the same work which is now being done by musicians actually working less than 20 hours per week. This is not justified from a patriotic point of view because of the critical shortage of labor, particularly in the Chicago area.

This is impossible from an economic point of view. There is no dispute about wages or working conditions. Although our contract expired Feb. 15, no demands were made upon us until March 31. Without notice to us and without taking a vote of the musicians working at this station, the musicians were directed not to report for work on April 14. No sincere effort was made to negotiate with us. We vainly tried to cooperate with your local at the first date they would set which was today, but all to no avail.

Accordingly we are appealing to you. We tried to call you by long distance telephone today. We are advised by your counsel that you would not talk on long distance. We are appealing to you hoping that motivated by a patriotic spirit and sense of fairness you will discuss the matter with us and effect an agreement giving our musicians every right and wage they may reasonably expect and which will at the same time provide an economic and effective use of manpower.

No statement was issued by the Chicago local office of the AFM.

"We are the guinea pigs in this situation," Mr. Atlass said with a sanguine look.

WHAM JOINS NBC NETWORK MAY 1

REGULAR affiliation with NBC will be effected May 1 by WHAM Rochester, according to an announcement last week by the Stromberg-Carlson Co. For the past year the 50,000 w clear channel station has been carrying both Blue and NBC programs.

A fulltime Blue affiliate, until last summer when the NBC affiliation went into effect, WHAM has since continued to broadcast Blue programs as a carryover from previous contracts, which expire May 1. According to the Blue, WHAM may continue to take all Blue programs "provided they can be accommodated". With WHEC a CBS outlet and WSAY a Mutual station, the Blue is the only network without a fulltime Rochester outlet. Several applications for new standard stations in Rochester either are pending or in progress. In honor of the occasion, *Mirth and Madness*, and possibly several other NBC programs will originate in Rochester around May 1.

Mr. Lee

Mr. Fay

One of the country's pioneer stations, WHAM was founded in 1922 by the *Rochester Times Union* with the call WHQ. It was acquired in 1927 by Stromberg-Carlson.

William Fay, vice-president of Stromberg-Carlson in charge of broadcasting, joined the WHAM staff in 1928 and a year later became general manager. Present general manager of the station is Jack Lee, who joined the staff in 1930. He was named general manager in September, 1942, and reports to Mr. Fay.

Interest in Radio Legislation Revives; Wheeler Optimistic

Reverses Views, Predicts Action This Session; House Probe of FCC Resumes This Week

INTEREST in radio legislation was revived in the Senate last week as Chairman Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814), now pending in his Committee, reversed himself and predicted new legislation this session. On the other hand Sen. Wallace H. White Jr. (R-Me.), also the bill's co-author and acting Minority Leader, had expressed pessimism as he left Washington just before Easter.

Meantime the House Select Committee to Investigate the FCC scheduled hearings for 10 a.m. Monday (April 17), the first sessions since the appointment three weeks ago of John J. Sirica as Committee general counsel [BROADCASTING, April 3]. Charles R. Denny Jr., FCC general counsel, was scheduled for further cross-examination on foreign language broadcasts.

Others Doubtful

Fresh from his participation in the Blue network *Town Meeting of the Air* in Cincinnati April 6, Sen. Wheeler last Tuesday told BROADCASTING he was more optimistic over legislation than he had been for many weeks. He and Sen. White conferred briefly before the Easter holidays and were to have continued their conferences during the recess but when Sen. Wheeler delayed his return to Washington, Sen. White left the city for his home in Maine after issuing a statement in which he called for immediate action on radio legislation or complete abandonment during this session.

Several members of the Interstate Commerce Committee have expressed doubts that a revision of the Communications Act of 1934 could be passed this session, with summer recess coming up and elections this fall. Terms of nine Committee members expire with this session. They are Sens. Barkley, Ky., Majority Leader; Bone, Wash.; D. Worth Clark, Idaho; Ellison D. (Cotton Ed) Smith, S. C., and Wagner, N. Y., Democrats, and Gurney, S. D.; Reed, Kan., and Tobey, N. H., Republicans. Sen. Bone will not be a candidate, having been named to a Federal judgeship. Rep. Magnuson (D-Wash.), member of the House Select Committee Investigating the FCC, may be a candidate for Sen. Bone's seat.

Until his statement last Tuesday predicting legislation this session, Sen. Wheeler had been pessimistic over the outcome of the bill. He expressed the opinion a short time ago that broadcasters "don't want legislation".

"I've changed my mind,' he said last week. "I think there'll be some legislation this session." Although Sen. White was out of Washington all last week and not due to return until Monday (April 17), it was reliably reported that he and Chairman Wheeler had reached an accord on a five-man Commission with rotating chairmanship. From quarters close to the co-authors came word that Sens. Wheeler and White probably would get together this week to iron out their remaining differences, and whip together a revised bill to submit to the full Committee.

Since hearings on S-814 closed last December after six weeks, several rewrites have been made, with Sen. Wheeler accepting the responsibility, assisted by Ed Craney, general manager of the Z-Bar Network and ex officio clerk of the Committee during the hearings. Mr. Craney is understood to be working on a new revision which embodies wishes of both Sen. Wheeler and Sen. White.

Fly Combines Business, Rest on Southern Trip

FCC CHAIRMAN James Lawrence Fly left Washington last Thursday night on a 10-day combination business trip and rest in the South.

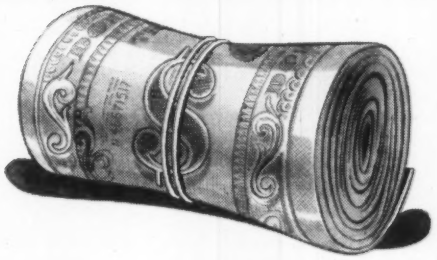
His first stop was to be Asheville, N. C., where he was to meet with the North Carolina Assn. of Broadcasters last Friday. He was scheduled to arrive in Jacksonville, Fla., Monday (April 17) for an informal discussion with local broadcasters. He planned to spend the latter portion of his trip resting. During his absence Commissioner Paul A. Walker will be acting chairman.

Schechter Files for FM

AN APPLICATION for a new FM station in Providence, R. I., was filed with the FCC last week by Maj. A. A. Schechter, Army Air Forces public relations officer in charge of radio, and former director of news and special events of NBC. Filed in skeleton form, the application did not specify frequency, power, location, or equipment. Maj. Schechter pointed out that it was his intention to reenter radio following the war in his home town of Providence and that his military duties prevented him from devoting the time necessary to select a site and make other arrangements normally required preparatory to executing an application.

Burke Sr. in Charge

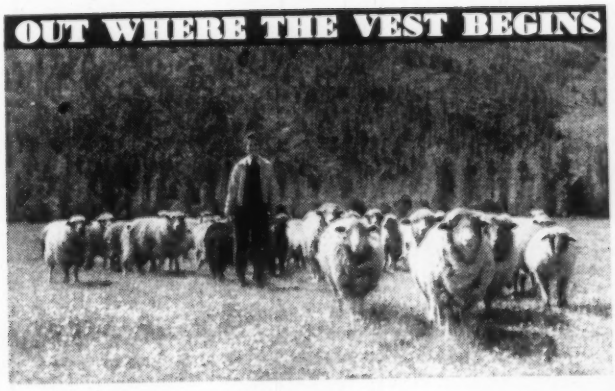
J. FRANK BURKE Jr., manager of KFVD Los Angeles and KPAS Pasadena, has reported for Navy duty in San Diego. His father, J. Frank Burke Sr., has taken over supervisory operation of the stations with Loyal K. King, assigned commercial manager of KPAS. F. J. Smalley, for many years commercial manager of KFVD, has been made manager of the station. Although classified as essential because of his position as manager of the stations, Mr. Burke waived his deferment and enlisted.



Buying Power?

Yours for the Asking When

You're on the Spot!



There's never a "down drop" in the Sales Curve in the Inland Empire. Diversified sources of income, including Stock Raising, Agriculture, Mining, Lumber, Truck and Fruit Farming, give Spokane Third Highest Effective Buying Power in the nation—$1855.00 per capita; with Spokane County in Second Place—$1863.00*. KHQ "delivers" not only Spokane and Spokane County, but the entire Inland Empire—the *only* single medium *completely* covering this rich market.

*From Pacific Adv. Assn. Report on 20 highest cities in 100,000 group and 20 highest counties in 100,000 group.

○ Primary Coverage Area ○ Secondary Coverage Area ○ 150-Mile Circle

KHQ—Spokane, Washington
5000 WATTS—590 KILOCYCLES
Owned and Operated by
LOUIS WASMER, *INC.*
Radio Central Bldg. Spokane, Wash.
National Representatives: Edward Petry & Co., Inc.

OWI Constructing Foreign Shortwave

CBS to Operate New West Coast Installation

ANOTHER extensive shortwave installation on the West Coast to serve OWI psychological warfare activities in the Asiatic theatre will soon be under way, following authorization last week by the Defense Plant Corp. of a contract with CBS to provide facilities at Delano, Cal., at a cost of $450,000.

The project will be similar to one now being built near San Francisco to be operated by NBC, which is acting as agent for DPC in supervising construction [BROADCASTING, March 13].

Ready in Autumn

The CBS plant will provide at the outset two 50 kw transmitters and eventually 300 kw. OWI will furnish transmitters which are being purchased from Federal Telephone & Telegraph Co., Newark, N. J. The site for the plant, improvements and buildings are covered in the contract with DPC which will retain title for the Government. The network has an option to purchase the land and structures after the war and some arrangement to take over the transmitters also will be made.

Together with the transmitter equipment, the project will represent an expenditure of approximately $1,000,000. Construction will begin as soon as materials are made available by WPB priorities and it is expected that the plant will be in operation early in October.

The CBS installation will be part of OWI's long range shortwave expansion plan calling for 36 transmitters, of which 21 are now in operation. The remaining transmitters are in various stages of manufacture or installation on sites already acquired. Planning and supervision of the projects are under the direction of James O. Weldon, chief of the Bureau of Communications Facilities, OWI Overseas Branch.

GARLAND OF WBBM WINS ILL. PRIMARY

WINNING by a 3-1 margin, Charles H. Garland, sales manager of WBBM Chicago, won the primary election for Republican Congressman in the 7th District, Illinois. Mr. Garland, in addition to his radio activities, has been active for the past 12 years in Republican politics. He has been mayor of Des Plaines, Ill., since 1940 and was alderman during 1937-40. He is vice-president of the Illinois Municipal League.

Mr. Garland

Joining WBBM in 1925 as an announcer and program director, Mr. Garland in 1929 transferred to the sales staff, when the station became a CBS affiliate.

LOOKING OVER PROMOTION material and part of the quarter-million membership request letters on the Blue Network's latest promotion idea—the formation of a listeners' "Breakfast Club" for the early morning *Breakfast Club* program, quarter-hour portion of which is sponsored by Swift & Co., Chicago, are these client, agency and network officials (l to r): John Urice, J. Walter Thompson Co., agency handling the account; Bill Kutch, advertising director of Swift's ham and bacon division; E. K. Hartenbower, sales manager of the Blue central division; E. J. Huber, sales promotion manager of Blue central division; Don McNeill, m.c. of the morning program. Membership requests passed the 250,000 mark only five days after inauguration, it was stated. Swift & Co. at present sponsors quarter-hour portion of the program, Mondays through Fridays. It has been reported that in May Swift will add Saturday to the schedule.

Role of Broadcasting in War To Mark Ohio State Session

Freedom of Air, FM Among Topics Scheduled For Series of Meetings at Columbus May 5-8

BECAUSE of its desire to aid radio in performing its "significant job in total war" the 15th Institute for Education by Radio will be held May 5-8 at the Deshler-Wallick Hotel, Columbus, despite wartime difficulties. Along with the institute sessions will be held the American Exhibition of Educational Radio Programs. The events are sponsored by Ohio State U. Dr. I. Keith Tyler is director of the institute.

Opening the sessions will be preconference meetings at 2 p.m. May 5, with George V. Denny Jr., moderator of *America's Town Meeting of the Air*, in charge. Among participants will be Gordon Hawkins, program supervisor of Westinghouse Radio Stations, and James Leonard, program director of WSAI Cincinnati.

Radio War Activity

A session on "How Free Is Radio?" will be held at 8 p.m. May 5, with H. V. Kaltenborn, NBC commentator, presiding. Participants will include James Lawrence Fly, FCC chairman, who has tentatively accepted; Paul Kesten, CBS executive vice-president; Edgar Kobak, Blue executive vice-president; J. Harold Ryan, NAB president; Niles Trammell, NBC president; Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814), who has tentatively accepted. Citations will be announced for radio education programs following the symposium on radio freedom.

"Radio in the War" will be the topic of a general session at 9:30 a.m. Saturday. H. B. McCarty, director of WHA Madison, Wis., will preside. A symposium on wartime radio reporting will include Paul W. White, CBS director of public affairs and news broadcasts, as chairman; D. C. McArthur, Canadian Broadcasting Corp. chief editor; Stephen Fry, British Broadcasting Corp.; John Daly, CBS war correspondent.

A series of work-study group meetings will be held at 2 p.m. Saturday. A session on agricultural and homemaking broadcasts will be directed by Wallace L. Kadderly, chief of radio service, U. S. Dept. of Agriculture [see separate story on page 62].

Broadcasting by national organizations will be discussed, with Jesse Butcher, radio director, United Service Organizations and National War Fund, as chairman. Among scheduled participants will be Lyman Bryson, CBS director of education; Max Karl, educational director of WCCO Minneapolis; Edythe Meserand, assistant director of special events, WOR New York; Jane Tiffany Wagner, NBC director of war activities for women.

Sessions on children's programs

(*Continued on page 62*)

DIRECTORS ELECTED BY FREE & PETERS

REELECTION of the officers and board of directors of Free & Peters Inc., pioneer radio station representatives, and the election of four new directors was announced last week by James L. Free, chairman, following the firm's annual meeting.

Mr. Free, with headquarters in Chicago, was reelected chairman and H. Preston Peters, New York manager, was continued as president. Other officers reelected were Sherman R. Barnett, secretary and treasurer; J. W. Knodel, vice-president; Lt. Russel Woodward, on leave with the Navy for the duration, vice-president; and Virginia Weber, assistant secretary and assistant treasurer.

Directors reelected were Messrs. Free and Peters. New directors elected were Messrs. Barnett, Knodel and Woodward, and Warwick Anderson, partner in the Doe-Anderson Adv. Agency, Louisville, who has handled the firm's publication advertising for many years.

P&G Eyes Serial

A NEW daytime serial with a cast of two, "Ethel" and "Albert", a married couple living in a small town, which starts April 17 on the Blue, is being considered by Procter & Gamble Co., Cincinnati, for an unnamed product. This would be the first P&G "soap opera" on the Blue. Series will run Monday through Friday 3:45-4 p.m. P&G, which sponsors the 11 a.m. *Breakfast at Sardi's* on the Blue, is also interested in *Ladies Be Seated*, five-weekly 2:30 p.m. audience participation show on the Blue.

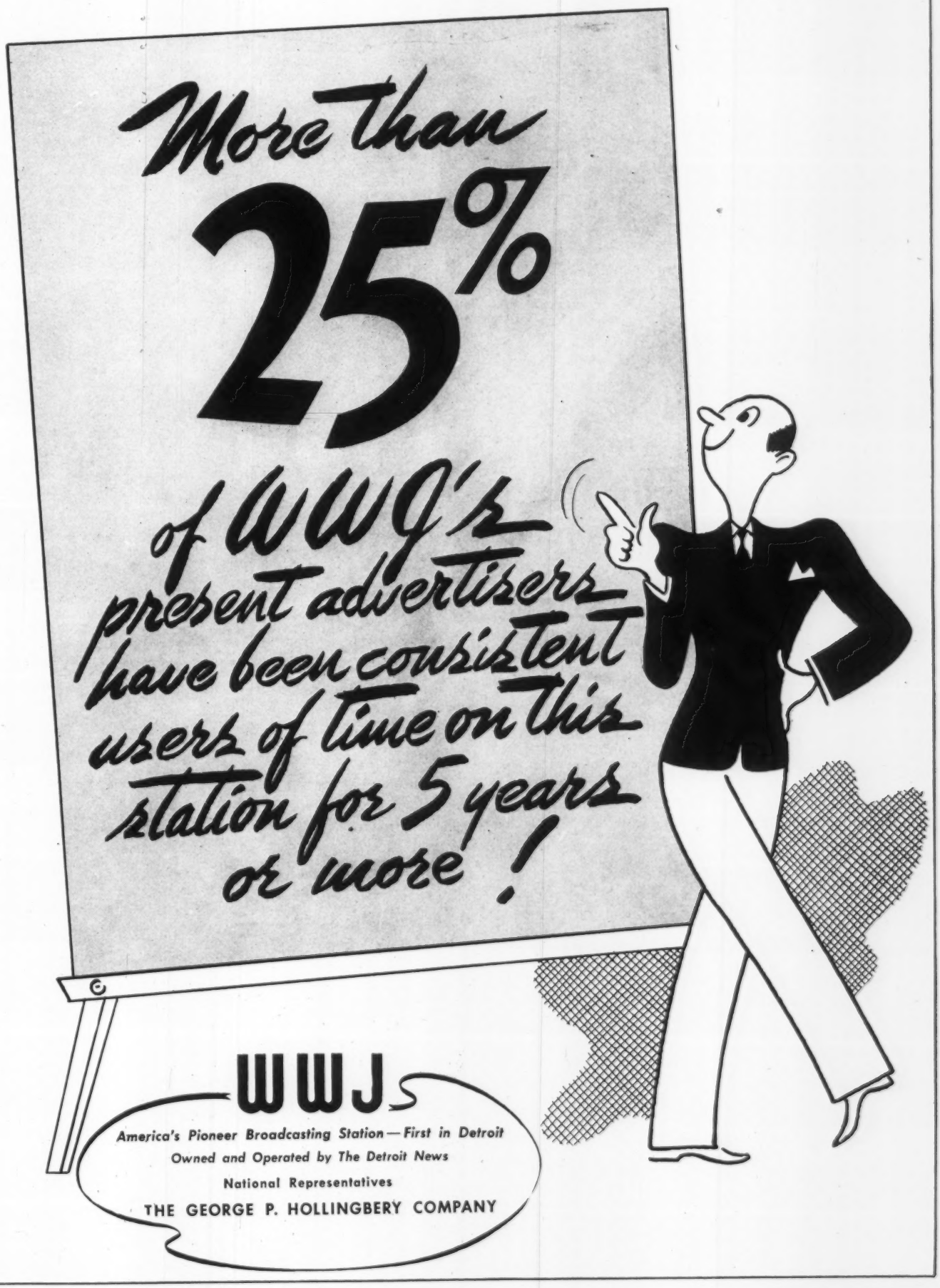
Nicoll in London

OLIVER W. NICOLL of Radio Features of America is now in London as Deputy Chief of Broadcasting for the Psychological Warfare Branch of the Allied Command, under Brewster Morgan, chief of broadcasting. He was formerly regional production supervisor of shortwave programs for the Overseas branch of OWI. In his new position he will be in charge of program operations and production in London for the North Atlantic Theatre.

Army Hospital Series Begins on CBS April 29

AIMED at rehabilitation of wounded and disabled veterans as well as education of the public, Bureau of Public Relations, War Department, starts a weekly half-hour series, *Visiting Hour*, on CBS stations Saturday, April 29, 3:30-4 p.m. (EWT). Originating from a different Army hospital each week, program will include a five minute interview with a hospitalized service-man.

Under supervision of Gen. A. D. Surles, Bureau of Public Relations director, series will be directed by J. R. Warwick, civilian consultant to Army Service Forces; Major Melvin Williamson, Chief, West Coast Office, Radio Branch, War Dept. Bureau of Public Relations, and Cornwell Jackson, Hollywood Deputy Chief of OWI Radio Bureau. Sgt. Jerry Lewis is writer-producer, with Major Edward Byron, program director.


More than
25%
of WWJ's present advertisers have been consistent users of time on this station for 5 years or more!
WWJ
America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY

REPRESENTATIVES of the Republican National Committee and NBC, who met in Chicago to discuss radio plans for coverage of the coming convention, are (l to r): Ann Gillis, NBC news and special events department, New York; Ted Church, radio director, Republican National Committee; George McElrath (standing), operating engineer, NBC; James P. Selvage, publicity director, Republican National Committee; Bill Ray (standing), manager, news and special events, NBC central division; Howard C. Luttgens, chief engineer, NBC central division; F. L. Stebbins, assistant to chairman of Housing Committee, Republican National Committee. Facilities—working space, booths, lines, etc.—to be used in broadcasting both conventions, were discussed, as the Democrats will take over installations made by the Republicans. Outside of the convention hall, all four networks are setting up headquarters in the Stevens Hotel, where most of the party delegates will stay.

Radio Personnel Must Register By May 1 for GOP Convention

RADIO correspondents and special events personnel who will cover the Republican National Convention in Chicago June 26 must be registered no later than May 1, Ted Church, radio director of the GOP National Committee, and Earl Godwin, president of the Radio Correspondents Assn., announced last Friday following a meeting.

Radio personnel will be broken down into two categories, according to Mr. Church, news correspondents who will cover the Convention strictly from a news standpoint, and special events, which will include program, special events and engineering personnel. News correspondents must be registered with D. Harold McGrath, superintendent of the Senate Radio Gallery, Washington, while special events personnel must be registered with Mr. Church at Republican National Committee headquarters, Washington.

Transportation a Factor

The Office of Defense Transportation has advised chairmen of the Democratic and Republican National Committees that special train facilities will be provided for necessary personnel to travel to and from the Chicago conventions. Each party is asked to furnish the ODT with lists of accredited representatives of radio, newspapers and newsreels. Radio personnel must have certificates from the ODT to acquire space on the special convention trains and coaches.

Original deadline for filing for news correspondents was Feb. 15, but because several stations have indicated a desire to send newsmen and women in the last few weeks, it was agreed to extend the deadline to May 1.

Mullen Stresses Ethics

FRANK E. MULLEN, NBC vice-president and general manager, in a memorandum last Friday to NBC division and department heads, urged the maintenance of "ethical standards of program content and commercial copy in order to retain now and in the future the goodwill and confidence of the listening audience".

"It is imperative," Mr. Mullen said, "that NBC's standards be maintained and strengthened not only in respect to network programs, but likewise national spot and local announcements."

Swiftie on Three

SWIFT & Co., Chicago (Swiftie beef extract powder), on April 24 will begin sponsorship of participation on home economics program on KOIL Omaha, WFBM Indianapolis and WJAR Providence. Newspapers are also being used. Contract is for 13 weeks. Agency is McCann-Erickson, Chicago.

WOMI to MBS

WOMI Owensboro, Ky., will become affiliated with Mutual as soon as line facilities are available. Station is operated by Owensboro Broadcasting Co. on 1490 kc with 250 w.

WAR NEWS POLICY ANNOUNCED BY OWI

MILITARY security will strictly govern the release of forthcoming news on military operations and whenever information is withheld by theatre commanders the facts are to be submitted promptly to Washington for review, the OWI announced Friday in making public the government policy on war news. The policy was stated as follows:

1. The OWI and the War and Navy Departments are in agreement that news of military and naval operations should be made public as soon and as fully as military security permits. Wherever immediate publication of an item of information might result in the loss of American lives or have an adverse effect on current or future operations, the release must be withheld until such danger is past.

2. While broad responsibility for military information policy rests with the government in Washington, most of the news of military and naval action is released by commanders in theatres of operations. Their first concern is victory and they carry the heavy burden of responsibility for the lives of many men and the success of operations. Their decisions, including those on publication of news, are influenced accordingly. The local conditions and the particular demands of security on which they base action are usually not immediately obvious to the public at home or even to the local war correspondent on the ground, nor can an explanation always be given without serious detriment to our cause. However, theatre commanders may not always be in a position to balance the relative importance of local problems against the need of giving the American people a full and accurate picture of the war situation as a whole, insofar as this can be done without giving the enemy useful information which he could not otherwise obtain.

3. In an effort to produce the fullest possible flow of information without distorting the importance of either good news or bad, theatre commanders have been instructed to give prompt release to such news of action in their theatre as will not be harmful to security. Whenever the theatre commander resolves a doubt in favor of withholding news, the facts will be submitted promptly to Washington for review and decision as to release, by officials of the War or Navy Department and the OWI.

4. In areas of allied operations, especially where the theatre commander is not American and incidents occur involving troops other than ours, our procedure and that of our allies must be correlated.

CBS Sports Series

CBS will start April 29 a spring and summer series of Saturday afternoon sports broadcasts, in line with the wishes of CBS station managers. Ted Husing will handle this series, necessitating his withdrawal from the *Visiting Hour* series which starts April 29.

MR. GAMBLE

Gamble Is Elected AAAA President

Benson Retires; Billingsley Renamed Board Chairman

FREDERIC R. GAMBLE, for the last four years managing director of the American Assn. of Advertising Agencies, was elected president of the organization by the board of directors Tuesday following the AAAA annual membership meeting at the Waldorf-Astoria, New York. He joined the AAAA in 1929, coming from Curtis Publishing Co., and served as executive secretary for 11 years before becoming managing director.

Mr. Gamble succeeds John Benson, who has retired after more than 16 years as AAAA president, which was preceded by 20 years in the agency business in Chicago. Recently elected chairman of the Committee on Consumer Relations in Advertising, Mr. Benson will continue in that capacity. In 1940 he was awarded the gold medal for distinguished service to advertising.

Billingsley Renamed

Allen L. Billingsley, president, Fuller & Smith & Ross, Cleveland, was reelected chairman of the board for his third term. He served in 1939-40, was reelected in 1943 and again this year. He is president of the Cleveland Better Business Bureau.

Other officers include: Richard Compton, president, Compton Adv., New York, vice-chairman; John L. Anderson, secretary-treasurer, McCann-Erickson, New York, reelected secretary-treasurer, and Mr. Gamble.

Directors at large, terms expiring in 1945, are: Sigurd S. Larmon, president, Young & Rubicam, New York; Guy C. Smith, executive vice-president, Brooke, Smith, French & Dorrance, Detroit; Henry M. Stevens, vice-president, J. Walter Thompson Co., New York. Terms expiring in 1946: J. C. Cornelius, executive vice-president, BBDO Minneapolis; J. F. Oberwinder, vice-president, D'Arcy Adv., St. Louis; William Reydel, partner, Newell-Emmett Co., New York. Terms expiring in 1947: Emerson Foote, president, Foote, Cone & Belding, New York; Philip W. Lennen, president, Lennen & Mitchell, New York; Fletcher D. Richards, president, Campbell-Ewald Co., eastern division.

Sectional directors representing councils, elected for one year, are: New York council—Sherman K. Ellis, president, Sherman K. Ellis & Co., New York; New England council—Kenneth R. Sutherland, partner, Sutherland-Abbott, Boston; Atlantic council—Norman W. Geare, president, Geare-Marston, Philadelphia; Central council—Melvin R. Brorby, vice-president, Needham, Louis & Brorby, Chicago; Pacific council—Joseph R. Gerber, partner, Joseph R. Gerber Co., Portland.

★ *Cleveland gets the big news*

SOON

CLEVELAND'S FRIENDLY STATION

WGAR

MOVES TO

1220

A BETTER SPOT ON THE DIAL

A BIGGER AUDIENCE

A BETTER BUY THAN EVER

★ BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres., John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Co., National Representative

RADIO LARGEST SOURCE OF NEWS

Housewives Remaining Home More, Results Of Central New York Survey Disclose

MAJORITY of housewives, who incidentally are spending more time in their homes during wartime, claim radio as the medium through which they receive war news, it was revealed in the second annual survey conducted by the committee on Consumer Problems of Central New York, results of which were published and released by WSYR Syracuse.

Asked where they obtained most of their news about the war, from radio stations or newspapers, 644 or 69% answered radio, 290 or 31% newspapers, with 98 checking both sources and 50 failing to answer. In the area surrounding the city, 856 or 73.5% stated radio, 308 or 26.5% newspapers, with 73 checking both and 36 failing to answer.

Effects of wartime conditions on shopping habits, brand preferences and amount of time spent in the home are some of the results secured from the report which was directed by Prof. Hepner of Syracuse U. Rural consumers are buying fewer groceries in the cities but more clothing and household equipment, it was shown. Buying habits of consumers have shifted slightly from chain stores to independents, and the housewife is spending more time at home than she did before the war, according to the survey, which classifies her as a potential radio listener. In Syracuse 41% stated they were in their homes more since the war, 9.5% answered less, and 46.1% claimed they spent the same amount as before the war. Outside the city, 46.1% claimed more time at home while 6.1% spent less and 45.1% apparently spent the same.

Trained interviewers arranged with the officers of women's clubs to direct filling-in of the questionnaires by representative housewives, and of the 2,355 families studied in this report, a cross-sectional survey of one family of every 50 "in Syracuse" families was represented and one family of every 25 families of the geographical 5-25 mile belt "outside Syracuse".

Richard Connor Joins ABC Net As V-P; Grand Rapids Net To Extend Services

RICHARD F. CONNOR, former station relations director of MBS, has joined the recently formed Associated Broadcasting Corp. as vice-president and will be headquartered in Grand Rapids, is was announced last week by Leonard A. Versluis, president of ABC and owner of WLAV Grand Rapids.

Mr. Connor

With the appointment Mr. Versluis asserted that ABC, which heretofore has specialized in comcercial religious programming, has extended its services and facilities. "Our clients are not confined to any one classification of advertiser," he said, "and we are currently offering adequate outlets to meet the demands of many accounts desiring national, specialized, or specific market coverage."

Mr. Versluis added the "same careful scrutiny of commercial copy and programming" is being exercised by ABC as employed by other networks "in order that all ethics of good broadcasting might be observed and maintained."

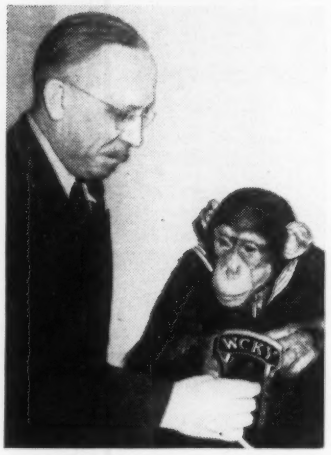
Mr. Connor, who left Mutual in February, had served as station relations director of the Radio Bureau of OWI in 1943. He said he had known Mr. Versluis favorably for a long period and that it would be "both a pleasure and a privilege to carry out the principles and policies of service to both the stations and advertisers" outlined by the ABC head. He alluded to the "whole-hearted response and reaction" of stations to the formation of the network.

Clayton W. Kuning, ABC general manager, said the network at present is using more than 100 outlets in addition to several regional networks and its specialized hookups. Roy C. Kelley, executive vice-president, and William G. Henderson, station relations manager, are now on a tour negotiating station contracts.

Van C. Newkirk, for many years director of program activities for Don Lee-Mutual, has assumed his duties as West Coast manager, with offices in Los Angeles. He reported that 26 stations on the Pacific slope have signed affiliation agreements with ABC.

ECA Sponsors Steel

LABOR-MANAGEMENT will keynote announcements preceding and following a newscast of Johannes Steel, 7:30-7:45 p.m., sponsored by Electronic Corp. of America, New York over WMCA New York starting April 17. Tentative plans call for a line-up of a special small network to carry the program live from WMCA to Chicago, possibly other points. In addition to discussion of labor-management relations, ECA will cite in its commercials examples of cooperation within its own organization, workers' war contributions. Program is scheduled to run thrice-weekly for 52 weeks. Agency is Shappe-Wilkes, New York.



MONKEYING with the manpower situation, Robert Fleming (left), program director of WCKY Cincinnati, decides to make an announcer out of a monkey. Sir Toby (right), is a four-year-old chimpanzee from the Cincinnati Zoo, draft exempt.

GE Names Peine

APPOINTMENT of Louis Peine as district representative of the General Electric company's specialty division, electronics department at 840 South Canal St., Chicago, was announced by H. W. Bennett, manager of the division. In 1934 Peine was employed by G-E as a radio field engineer. In 1937 he worked for KXYZ, the Harris County Broadcasting Co. in Houston and at the outbreak of war became civilian instructor in elementary electricity at the radio material school, U. S. Navy, at the U. of Houston. Rejoining G-E in November, 1943, he has been with the company's specialty division in Chicago since that time.

American Net Sessions

BOARD of directors of American Network Inc., projected as a nationwide network of FM stations, will meet April 20-21 at ANI headquarters in New York to discuss current progress and future plans. William B. Lewis, executive vice-president and general manager, has become active in this post following the completion of a survey he had contracted to conduct for CBS, where he was formerly vice-president in charge of programs.

W-E Reelects Stohl

ANNUAL meeting of stockholders April 11 of Western Electric Co., reelected Clarence G. Stoll president. All members of the board of directors, and all other officers also were reelected. Officers include: William Hosford, T. Kennedy Stevenson, Walter L. Brown, Stanley Bracken, Frederick W. Bierwirth, David Levinger, Frederick R. Lack, vice-presidents; Norman R. Frame, secretary; George B. Proud, treasurer; and S. Wallace Murkland, comptroller.

Sharpe to NBC

C. W. SHARPE, former comptroller of Columbia Pictures Corp., has been appointed assistant to John H. MacDonald, NBC vice-president in charge of finance.

Owner, Manager Liability Defined

Circuit Court of Appeals Decides in Favor of AMP

DOCTRINE that a station manager is equally liable with the station owner for the programming of a station is contained in a decision handed down April 7 by the U. S. Circuit Court of Appeals for the Second Circuit, upholding the decision of the U. S. District Court for the Southern District of New York that an unauthorized broadcast performance of a musical composition constitutes copyright infringement, even though the performance is on a sustaining program.

Suit, brought by Associated Music Publishers against Debs Memorial Radio Fund, operator of WEVD New York, and Henry Greenfield, manager of the station, alleged that WEVD had broadcast a portion of an AMP-licensed composition "Petite Suite Espagnole" without permission from AMP. Although the program was sustaining, providing no direct revenue to WEVD, the courts held that it was "unimportant whether the profit went to Debs or to its employes or to advertisers. The purpose was for profit and the owner has a statutory right to preclude each and all from reaping where they have not sown."

Manager Status

According to Arthur E. Garmaize, AMP attorney and counsel, the opinion is sweeping in that it may be the first opinion holding that the manager of the station, even in broadcasting a sustaining program, is held liable. The Circuit Court decision states "there can be no doubt that the individual defendant Henry Greenfield, who was personally paid for his services in managing the station and exercised his judgment in choosing music to be broadcast, was as responsible as an infringer or contributing infringer as the corporate defendant."

Court ordered defendants to pay damages and costs of $378.23 to AMP.

Miami Beach Cancels

ARMY OBJECTIONS have resulted in a temporary cancellation of *Miami Beach Time* scheduled to have made its initial broadcast last Sunday, April 16 on 30 MBS stations [BROADCASTING, April 10]. The broadcast was to be an audience participation program involving men and women of the armed forces from Miami Beach rehabilitation centers who have served overseas. A representative for Cecil & Presbrey, New York agency handling the account, told BROADCASTING Army officials objected to the lack of seriousness in the proposed program and that the Army's Special Services Division itself wanted to prepare the script. Originally said to have been sponsored by the Miami Beach municipality, it was revealed that sponsor is the Miami Beach Hotel Assn.

Conceiving their franchises as a trust, the stations of Westinghouse place service in the common weal above all other considerations. Altruism, yes.. but also a recognition of the fact that bread cast upon the waters returns manyfold.. that the community spontaneously rewards those who deserve well of it. Among the Westinghouse public-service activities which have proved themselves through public acceptance are KYW's "Radio Workshop," a Summer course for school-teachers, to foster a greater interest in, and appreciation for, broadcasting. "Adventures in Research": Science simplified to the common understanding. Started locally by KDKA two years ago, it is now broadcast by more than 100 stations, coast to coast and, translated into Spanish, reaches South American listeners. Sale of millions of dollars' worth of Bonds by mail, in more than thirty states. "By-Products of Broadcasting," these may be called, yet they are an essential part of the broad base of popular acceptance and confidence upon which you build, when the stations of Westinghouse are integrated into your sales-plans.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Consult NBC Spot Sales for availabilities

Parliamentary Body Reveals CBC Salaries for First Time

Dr. Frigon Claims Employes' Fixed Rate Is Higher Than That Paid by Private Broadcasters

FOR THE FIRST time salaries paid employes of the Canadian Broadcasting Corp. were revealed at a recent sitting of the Parliamentary Committee on Broadcasting at Ottawa. In giving evidence Dr. Augustin Frigon, CBC acting general manager, stated that "outside of station managers, who, in a few cases, make more money with private stations than ours do, I believe our fixed salary classification is decidedly higher than that of almost all private stations in Canada. . . . In the broadcasting industry big revenues are often made on a commission basis on costly commercial programs."

He explained that most salary problems came up in the program department, and outlined the CBC's latest scheme for paying producers and announcers either on a straight salary as sustaining personnel, or as commercial personnel whereby they receive 80% of their basic salary from the CBC for a minimum period of service and 85% of fees the CBC charges commercial sponsors for their services.

Aside from the salaries paid the CBC general manager and assistant general manager, which are over $10,000 each, other salaries are lower. Thus the CBC chief executive assistant, secretary and treasurer are each listed at a starting salary of $4,500 with no top limit. To list a few in the engineering department, the chief engineer receives a starting salary of $5,000, his assistant $4,680, the senior broadcasting engineer ranging from $3,960 to $4,680; broadcast operators of which the CBC lists 114 at salaries from $1,740 to $2,640.

In the program division, the general supervisor of programs is listed at a starting salary of $5,000, his assistant at $4,500, program supervisors receive salaries ranging from $2,640 to $5,500, producers receive from $2,040 to $4,000, announcers from $2,040 to $3,500, sound effects operators from $1,080 to $2,640, news editors from $1,760 to $3,500 with chief news editor starting at $4,000.

The commercial manager, one each for English and French, start at $4,500, with the assistant commercial manager's salary ranging from $3,780 to $5,040. The station relations supervisors, one each English and French receive from $3,640 to $5,080, regional representatives range up from $4,500. Station managers have salary schedules from $2,600 to $4,440.

LEA OPPOSITION

House Committees Chairman Plans Early Campaign

WITH an opponent seeking his Congressional seat, Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee and the House Select Committee to Investigate the FCC, plans to leave Washington shortly to campaign in his home district for the May 16 primaries, he disclosed last week.

Rep. Lea, running for the nomination on both Democratic and Republican tickets, is opposed by George C. Faulkner, San Francisco attorney, who seeks the nomination also of both parties but is running as a Republican. For 12 terms Rep. Lea was the nominee of both parties. In 1936 he was defeated for the Republican nomination but was elected as a Democrat. In 1942 he was returned to office by the First California District by a 29,000 majority.

Alaskan Remote

A 1440-MILE remote hookup from Fairbanks to Edmonton, Alberta, was presented when KFAR up in Fairbanks, Alaska piped a play-by-play account of the first All-Alaska-Canadian Army Basketball Tournament being played in Fairbanks, with Army teams entered from Attu Island, Nome, Anchorage, Sitka, Fairbanks and Edmonton. The games were also carried to KFQD Anchorage as well, with Bud Foster KFQD manager handling the play-by-play account of the five game tournament aided by Al Bramstedt doing half-time interviews.

Vitamin Introduced

CHRISALTY LABS., New York, is introducing Blends, a new B-complex vitamin product through Food Supplements, a division set up in Newark last January. Product is promoted via tie-in advertising of department and grocery stores through which it is sold.

SOLDIER STATION IN SIOUX FALLS

Radio Students at Army Air Base Broadcast —News, Entertainment 19 Hours Daily—

SIOUX FALLS Army Air Field at Sioux Falls, S. D., has its own complete radio city for the men at the field. It brings to the post news, comedy, drama and music. In addition, there is a radio school that trains operator-mechanics for jobs in aerial combat crews.

Patch records make it possible to pick up programs from two preamplifiers, office of the commanding officer, Col. O. L. Rogers, both post theaters, the service club, chapels and sports arena. Programs from KSOO and KELO Sioux Falls, including NBC and Blue net shows may also be piped in to the broadcast system, called "PBS" by the soldiers. Broadcasts are sent out on 36 giant loudspeakers placed in centralized street locations of each squadron and the radio school area. Each mess hall is equipped with 4 speakers so that the soldiers can have "jive with their java".

Officer in charge is Capt. Myron J. Bennett, who has been in radio since 1927. He was at one time with NBC's special events division, and was manager of the Southwest Broadcasting System. Prior to entering the service Capt. Bennett originated and produced the *M.J.B.* program on KWK, which received the No. 1 Hooper rating for a locally-produced program in St. Louis.

Working with Capt. Bennett is S/Sgt. Edward M. Scribner who designed and installed the system. He designed the nation's first outdoor-talkie theatre in Schoharie, N. Y. Sgt. Rodger O. Wolf is in charge of broadcasting and announcers, and formerly was with the production department of WABC's network operations division in New York. And another radio man on the staff is Cpl. Edgar H. Kobak, former member of the traffic and script-writing department of NBC's international division in New York. He is the son of Edgar Kobak, executive vice-president of the Blue network.

STILL SCANNING ticker tape is Capt. M. J. Bennett (left), head of the Post Broadcasting System at Sioux Falls, S. D. Army Air Forces Training Command radio school. He was originally producer and originator of KWK St. Louis' *M.J.B.* program, was with NBC's special events division, and manager of the Southwest Broadcasting System. S/Sgt. Burt M. Cloud checks news schedule for the day.

Others who keep the "PBS" on the "air" 19 hours a day are: S/Sgt. Burt M. Cloud, in charge of administration; S/Sgt. Jesse V. Faulkner, engineer; Cpl. Robert S. McCarl, announcer and engineer; Cpl. James P. Lund and Pfc. Max E. Pierce, broadcast technicians; and Pvt. Armand R. LaPointe, announcer and engineer.

SPORTS SHORTWAVE TO TROOPS ABROAD

MAJOR LEAGUE baseball games will be rebroadcast overseas over shortwave by the armed forces radio service of Army Service forces, the War Dept. has announced. Synchronized so that play-by-play will be heard at convenient hours each Sunday the last hour of a major league baseball game will go over an East Coast station from 3:30-4:30 p.m. (EWT) to England and North Africa. The last 45 minutes of a game will be shortwaved five days weekly, Tuesday-Saturday, 3:30-4:15 p.m. (EWT), over the same station and into the same theatres.

The last hour of a Pacific Coast League game will reach South and Central America, the Antilles, Caribbean, Alaska and Aleutian areas, from 2:30-3:30 p.m., PWT. A half-hour of a major league game over five West Coast stations to the same locations five days a week and to the South Pacific, Southwest Pacific and China-Burma, India theatres, will be heard as well.

WCAU Staff Changes

STAFF CHANGES at WCAU Philadelphia have been announced. Three new announcers are: John B. Egan, formerly of WBRY Waterbury, Conn.; Owen McFarlane, from WAAT Newark, N. J.; and Frank Carlyle, who was heard as Earl Carlyle on WIBG Philadelphia. They replace Craig Stewart, who joins WOR New York as a Mutual program producer; Mark Gregory, who resigned to join the announcing staff of KYW Philadelphia; and Al Taylor, who left to enter the Merchant Marine. In the realignment of announcers, Glenn Adams becomes newscaster. New additions in the newsroom are: Violet Shuman, new to radio; and William Windle, formerly of the local *Evening Bulletin*.

WMC Names Curtin

D. THOMAS CURTIN, former newspaper writer and radio producer, has been appointed to direct radio activities for the War Manpower Commission. Mr. Curtin was public relations director for McCann-Erickson, New York, prior to entering the information service of the U. S. Maritime Commission in 1942. During the early 30's he wrote and produced network shows.

MBS 84% Increase

GROSS billings of Mutual for March, 1944 amounted to $1,807,031, an increase of 91.9% over the same month last year, when the figure was $941,533. Accumulative billings for the first three months of this year stand at $5,173,169, as compared to $2,759,722 for a similar period in 1943. This represents an increase of 87.4%.

Mennen Considers

MENNEN Co., New York, will supplement its regular space advertising for Quinsana foot powder with intensive insertions in 50 national magazines May through September, and may use radio during the summer. Agency for Quinsana, a remedy for athlete's foot, is H. M. Kiesewetter Adv., New York.

THE WORLD'S GREAT OPERETTAS CREATED BY WGN FOR A NATION-WIDE AUDIENCE

In all the country—only WGN is making radio history so magnificently in terms of musical entertainment.

Every Saturday night before more than 4,000 spectators, WGN presents The Chicago Theater of the Air operettas featuring the best loved music of the opera and operetta stage. Outstanding vocal artists and the WGN symphony orchestra combine their talents to make this program one of the finest on the air.

These broadcasts are emblematic of the outstanding entertainment WGN furnishes the community of Chicago, the mid-west and the nation.

A CLEAR CHANNEL STATION

Chicago 11, Illinois
50,000 WATTS
720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. · Paul H. Raymer Co., Los Angeles 14, Cal.; San Francisco, Cal.

Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

Today

PLAYING ITS PART IN THE MIGHTY SYMPHONY OF AMERICAN WAR PRODUCTION

Tomorrow, when our part in the mighty symphony of American war production is completed, Freed-Eisemann will turn to the arts of peace and once again produce the finest in radio-phonographs.

The post-war Freed-Eisemann will be worthy of its magnificent pre-war predecessors whose superb qualities are recognized today in thousands of fine homes where great music and distinguished furniture are appreciated and loved.

If, in the radio you plan to buy after the war, you desire the full, pure exquisite tone of FM broadcasting at its finest, plus the best in standard radio and record reproduction, in cabinets designed to enrich and harmonize with authentic period decorative themes, you will want to own a Freed-Eisemann.

Freed Radio Corporation, New York, N. Y.

"For Extraordinary Performance"

REMEMBER THE NAME FREED-EISEMANN WHEN YOU BUY YOUR POST-WAR RADIO-PHONOGRAPH WITH FM

OWI PACKET, WEEK MAY 8

Check the list below to find the war message announcements you will broadcast during the week beginning May 8. All stations announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	X	X	X	X	--	--
WAC	X	--	X	--	X	--	--
Rubber Conservation	X	--	--	--	--	--	--
Ceiling Price Lists	--	X	X	X	X	--	--
Hold Prices Down	--	--	--	--	--	--	X
Victory Gardens	--	--	--	--	--	X	--

See OWI Schedule of War Messages 107 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WAC, Ceiling Price Lists, and Rubber Conservation Campaigns on OWI Packet

THREE SUBJECTS return to the OWI Domestic Radio Bureau packet for the week begining May 8 while three others are continued from the previous week.

The campaign to recruit women for the WAC is scheduled on both the Network and Station Announcement allocation plans, with messages emphasizing advantages offered in this branch of the women's services and the urgent need for candidates to replace Army men in non-combat jobs.

Messages on Ceiling Price Lists, a phase of the Home Front Pledge campaign, will be carried through the Station Announcement plan. The appeals urge shoppers to make certain that they are paying no more than ceiling prices by consulting ceiling lists displayed in stores or obtaining the lists from ration boards.

Scheduled on Network allocation, messages on Rubber Conservation urge careful driving, proper care of tires, car sharing wherever possible and use of car only when necessary. Heavy military demands for rubber products and shortage of manpower in tire factories are given as causes for the tire shortage.

Stations may find sponsors for WAC spots among firms supplying uniforms and accessories and institutional advertisers. Ceiling Price messages are suitable for sponsorship by supermarkets, department stores and other large mercantile establishments.

War Bond appeals, continued on Network and Station Announcement plans, Hold Prices Down, assigned to transcribed National Spot allocation, and Victory Gardens, listed for live messages on National Spot, complete the week's packet of war campaigns.

WARNER AIR FUND TOTALS $250,000

WARNER BROS., New York, with a $250,000 radio appropriation, has prepared a "radio-trailer" series of five quarter-hour transcribed dramatic programs based on the life of Mark Twain as a promotion campaign for a new film, "The Adventures of Mark Twain", to be released throughout the country May 6.

Scripted by Arch Oboler, radio playwright, the series will be aired on more than 200 stations twice a week for a month, starting April 17. Beginning May 7, the stations will use, for a week's period, 30 specially prepared spot announcements and chain breaks as further promotion for the film. Publicity kits have been mailed to radio stations for use in local promotion.

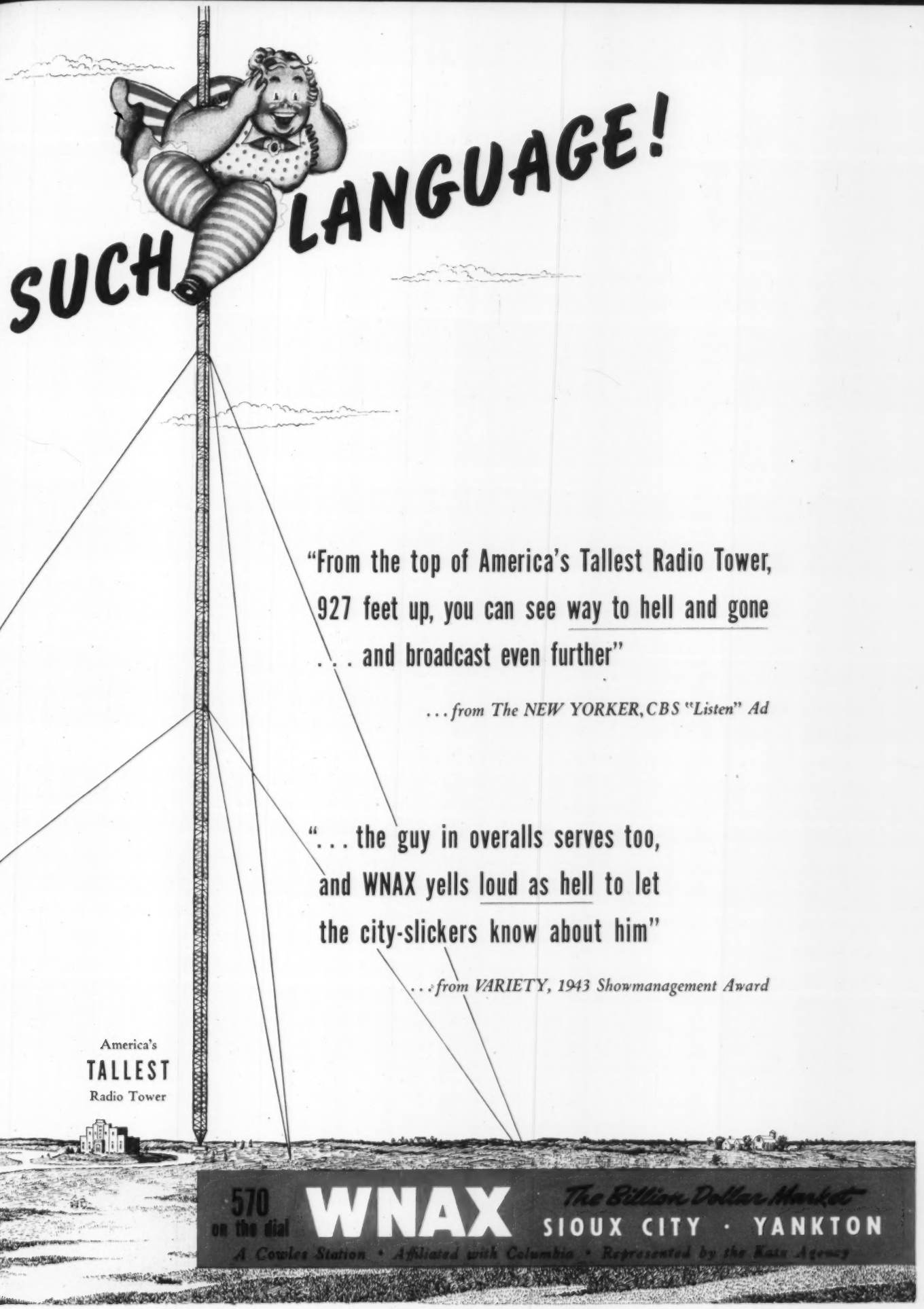
Radio pages of newspapers and periodicals throughout the country will carry a series of promotional ads for the movie during the campaign. On April 21, the MBS *Double or Nothing* broadcast will also aid in promotional activities by devoting the entire program to questions based on the life of Mark Twain. Agency handling the account is Blaine-Thompson Co., New York.

Colonial Biscuit Discs

COLONIAL BISCUIT Co., Des Moines, will sponsor *Modern Romances* twice-weekly on 12 stations in Pennsylvania, West Virginia and Maryland, according to NBC Radio-Recording Division, which produces the transcribed dramatic series. Station schedule includes WWSW WJEJ WBLK WHJB WMBS WISR WKPA WJPA WPIC WCED WJAC WFBG. In Youngstown, where the series is not available, Colonial is using two *Time Out* shows produced by NBC Radio-Recording. Agency is Walker-Downing Co., Pittsburgh.

Radio Training Test

RADIO TRAINING Assn. of America, Beverly Hills, Cal., on April 10 started a six-week test spot campaign on six West Coast stations on behalf of its correspondence courses and training school in electronics and other similar technical aspects of radio. School has signed for news programs, participations and spot announcements on KSAN KYA KGFJ KSRO KTMS KLX. Business placed through Sound Adv., New York.


SUCH LANGUAGE!
"From the top of America's Tallest Radio Tower, 927 feet up, you can see way to hell and gone . . . and broadcast even further"
. . . from The NEW YORKER, CBS "Listen" Ad
". . . the guy in overalls serves too, and WNAX yells loud as hell to let the city-slickers know about him"
. . . from VARIETY, 1943 Showmanagement Award
America's
TALLEST
Radio Tower
570
on the dial
WNAX
The Billion Dollar Market
SIOUX CITY · YANKTON
A Cowles Station · Affiliated with Columbia · Represented by the Katz Agency

and this - - -

all the way from Vermont —650 miles from our transmitter!

Radio Station WWVA
Wheeling, W. Va.

Dear Sirs:

The other day I heard your announcer say that you served a population of five million. I think you were too conservative in your claim. You may know all this, but I should like to tell you that Raymond Gram Swing's talk at ten o'clock in the evening comes through for me, clearer and with more volume than any other station I can get here in Vermont.

May we add that Vermont is many, many miles outside our established 123 Primary Area Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia (Pop. 7,534,006)!

——ASK A JOHN BLAIR MAN——

WWVA 50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

Merchandising & Promotion

WJR Program Brochure—KSO-KRNT Food Fair MBS Contest—Blue Ads—WWL Whittlings

WALTER W. CRIBBINS, who heads his own radio, advertising and public relations agency in San Francisco, has released a brochure on his packaged show, *The Home-Town Philosopher*, prepared especially for small stations and for the small community advertiser of limited budget. The brochure explains that the program is not a transcribed feature, but through specially prepared scripts, makes it possible in the small community for some individual, such as the local optician or paint store proprietor, to become a radio celebrity in his own locality as "home-town philosopher" by sponsoring and appearing on the program. The brochure is in the form of an old fashioned scrapbook, with simulated stamped ivory cover bearing a leather-like embossed initial, heavy glossy stock, and bound with a blue ribbon. Illustrations complete the step-by-step story of the program and its application.

* * *

Program Promotion

BROCHURE on promotion of the program *Victory F.O.B.*, Saturdays 3 p.m., has been distributed by WJR Detroit. Edited by Mark Haas, WJR advertising director, the 36 page booklet contains talks of six guest speakers, script experts and other material including a preface by station president, G. A. Richards. Speeches in the brochure are by Eric A. Johnston, president of the U. S. Chamber of Commerce; U. of Michigan President Alexander G. Ruthven; Merle Thorpe, former editor of *Nation's Business;* National Commander Warren H. Atherton of the American Legion; Frederick C. Crawford, president of Thompson Products of Cleveland; Beardsley Ruml, treasurer of R. H. Macy Co.; and Howard W. Jackson, former mayor of Baltimore and president of the Riall Jackson Co.

* * *

Food Fair

A FOOD FOR FREEDOM FAIR, to be held in Des Moines in August, will be sponsored by KRNT-KSO Des Moines, according to manager Craig Lawrence. A boost to the Iowa victory gardening and home canning campaigns, the fair will award prizes to total five-hundred and thirty dollars for vegetables, canned goods and some flowers. Fair will be publicised on two KRNT programs; farm editor Joe Ryan's *Farm Family Circle* and the afternoon *Victory Varieties*, live-talent show.

* * *

KTSA Album

KTSA San Antonio has issued its "1944 Radio Album and Program Schedule" which serves as the listener's "guide to a full year of radio enjoyment". Booklet contains pictures of the entire KTSA staff as well as those CBS personalities heard regularly over the station.

MBS Contest

MUTUAL has brought to a conclusion a fashion contest conducted through Imogene Wolcott's *What's Your Idea* program, with a total of 2,200 entries from listeners suggesting accessories for a "basic" suit from Franklin Simon, New York specialty shop. First prize winner offering the best suggestions received the suit itself in color of her choice. Store has turned over four of its windows to the contest. Mannikins clothed in the Easter suit, and wearing the accessories suggested by radio listeners, are set against giant-size versions of the winning letters, addressed to Miss Wolcott at Mutual. Program is aired in behalf of Duffy-Mott food products.

* * *

Blue Ads

A TOTAL of 96 affiliates are cooperating in the Blue Network's national advertising campaign by running the network ads in their local newspaper, according to a progress report by Keith Kiggins, vice-president in charge of stations. Most of the cooperating stations are merchandising the newspaper copy, mailing reprints to schools and to prospective advertisers. Drive started last January as a year-round promotion effort. The three initial ads already released by the Blue Network, have outlined the basic purpose of the drive.

* * *

NBC Via WLW

WLW Cincinnati has condensed into a special brochure various data compiled by NBC in its 1942 nationwide survey of radio listening habits "which shows the dominance of NBC via WLW in the listening preference of radio families" in the WLW mid-western day and night areas. Maps showing the day and night coverage of the "Nation's Station" are included along with samples of current WLW ads and excerpts from C. E. Hooper's Mid-Winter 1943 Report, "The Listening Finger Points".

* * *

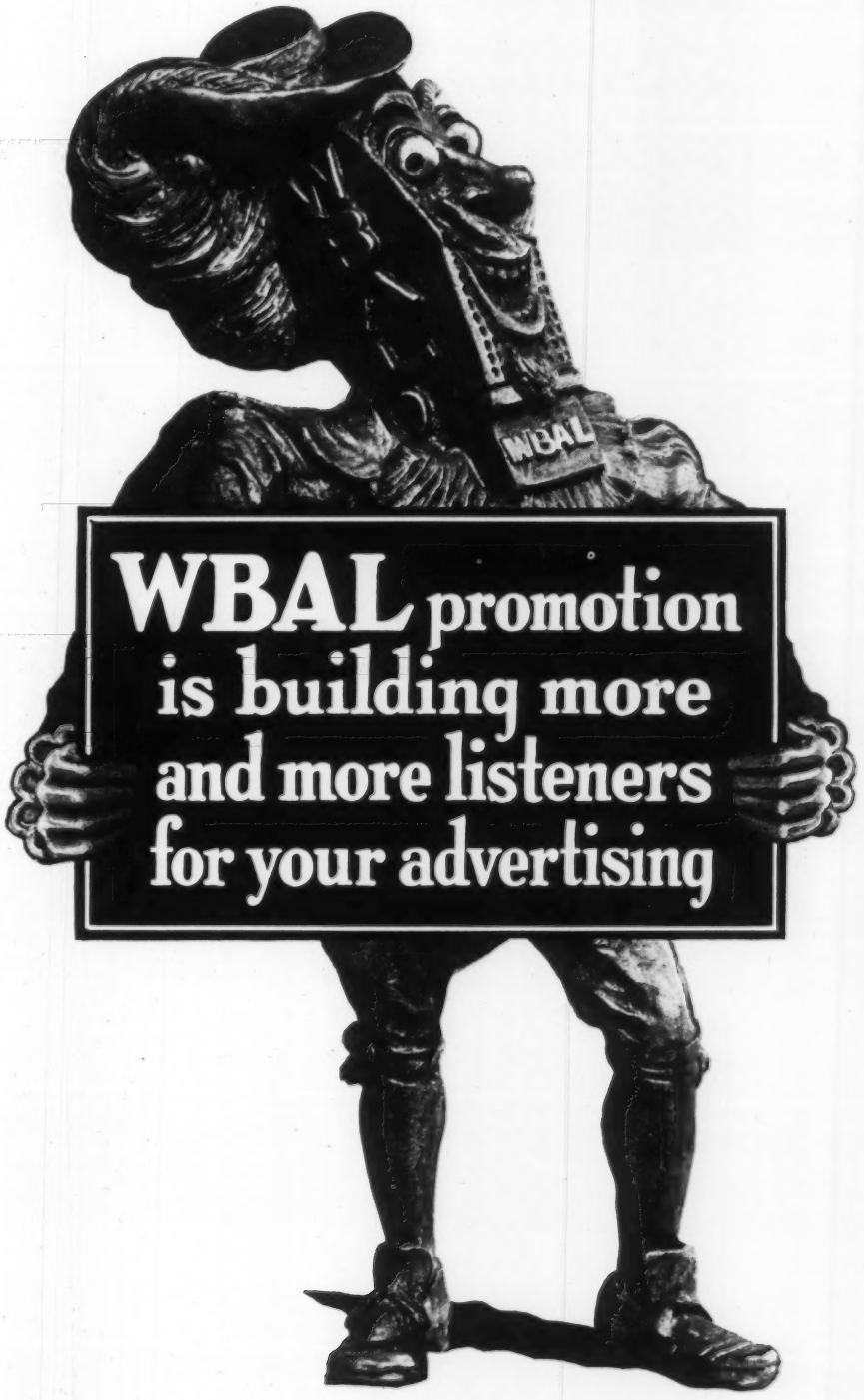
KSTP Album

PROMOTION BOOKLET titled "Family Album" has been released by KSTP St. Paul, containing a picture array of both local and NBC network stars. The cover includes a picture of radio city St. Paul, home of KSTP, and the first few pages contain a picture of Stanley E. Hubbard, president and general manager of the station, and various members of the station staff. The rest of the brochure is devoted to the stars featured on the station.

* * *

WWL Whittlings

SHAVING KIT sent out by WWL New Orleans labeled "Two ways to whittle down costs, one gives shavings—the other savings," contains a miniature pen-knife, wood shavings, and a promotion card stating "The way to whittle down sales costs in the deep South is WWL New Orleans."



WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

HOOPER-UPPER!

93.6% of the Time!

WOAI's Hooperatings exceed the national Hooperatings on 93.6% of the NBC day and night programs carried and included in the most recent Hooper measurement (Fall-Winter, 1943-44)!

WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI *San Antonio*

Represented Nationally by EDWARD PETRY & CO.

Film Engineers to Meet For Video Discussions

HIGHLIGHTING its 55th semi-annual technical conference with a special Army-Navy Day, the Society of Motion Picture Engineers will conduct a symposium on television during its meeting at the Hotel Pennsylvania, New York, April 17-19.

At the television forum, which will mark the opening session, Thomas T. Goldsmith Jr., director of research, Allen B. Dumont Laboratories, will discuss "Recent Technical Advances in Television" and Sherman Price of Filmedia Corp., New York, will speak on the "Scientific Approach to Television Program Production."

Army-Navy Day will be observed April 18 when officers of the armed forces will lead discussions on training films and photographic science as applied to war needs. Thirty-six papers will be presented during the convention.

Leadership of CBC Hit By Graydon at Air Club

THAT THE Canadian Broadcasting Act should be changed to speed development of broadcasting in Canada was the opinion of Gordon Graydon, leader of the official opposition in the House of Commons at Ottawa. He expressed this thought at the inaugural luncheon of the Toronto radio executive club April 6.

Mr. Graydon spoke on "Radio—Today and Tomorrow". The official stand of the Progressive-Conservative party, as stated by Mr. Graydon, was to the effect that there must be no monopoly of broadcasting in the Dominion, either under public or private ownership, that the party felt that a change from the present set-up was necessary for the benefit of both the private broadcasters and the CBC, and that somebody other than the CBC should be the referee for regulating the CBC Act. He added that CBC leadership has to date been aimless, and that CBC board members lacked the confidence of the public and industry.

Facsimile Plans

A PLAN to broadcast "facsimile news" has been decided by Morris and Julius Goldman, who operate the M. & J. Radio Co., retail radio stores, in Philadelphia. The Goldmans have devised an electric eye arrangement which can be attached to an ordinary radio set for the reception of facsimile news. The inventors have applied to the FCC for permission to broadcast their facsimile news. The attachment will cost less than $40 and they have also entered a bid with the War Production Board for materials to put their plan in operation.

DOLLAR billing of Stromberg-Carlson Co., ran 28% over last year and actual equipment shipped during the first quarter of this year ran considerably over 55% more than for the first quarter of last year, it was announced by Dr. Ray H. Manson, vice-president and general manager.

Youth pays for war. Not only in lost lives but in lost opportunities, lost dreams. A generation engrossed with war might easily forget its struggling talented young people who may be the musical great of tomorrow's peaceful world.

KFI's interpretation of Public Service as an "obligation, a privilege and a promotional opportunity" includes a vision of tomorrow as well as the reality of today.

Such Public Service programming builds radio listener loyalty... and this is one of the reasons for KFI's undisputed leadership in Los Angeles.

YOUNG ARTISTS' COMPETITION

The opportunity for a really talented young instrumentalist or composer to make his debut into the world of serious music is all too rare ... even in Los Angeles and contiguous Hollywood! Here, as everywhere, this problem is radio's challenge.

The Young Artists' competition, with broadcast auditions accompanied by the KFI orchestra, is an open, democratic method by which deserving winners are given the opportunity for a musical debut with the great Los Angeles Philharmonic under the baton of its distinguished American conductor, Alfred Wallenstein.

This is the only radio program heard in this area offering a fine quality of Symphonic music with a distinct local flavor. In this respect it serves to build civic pride in these local artists and in Los Angeles' civic music enterprise.

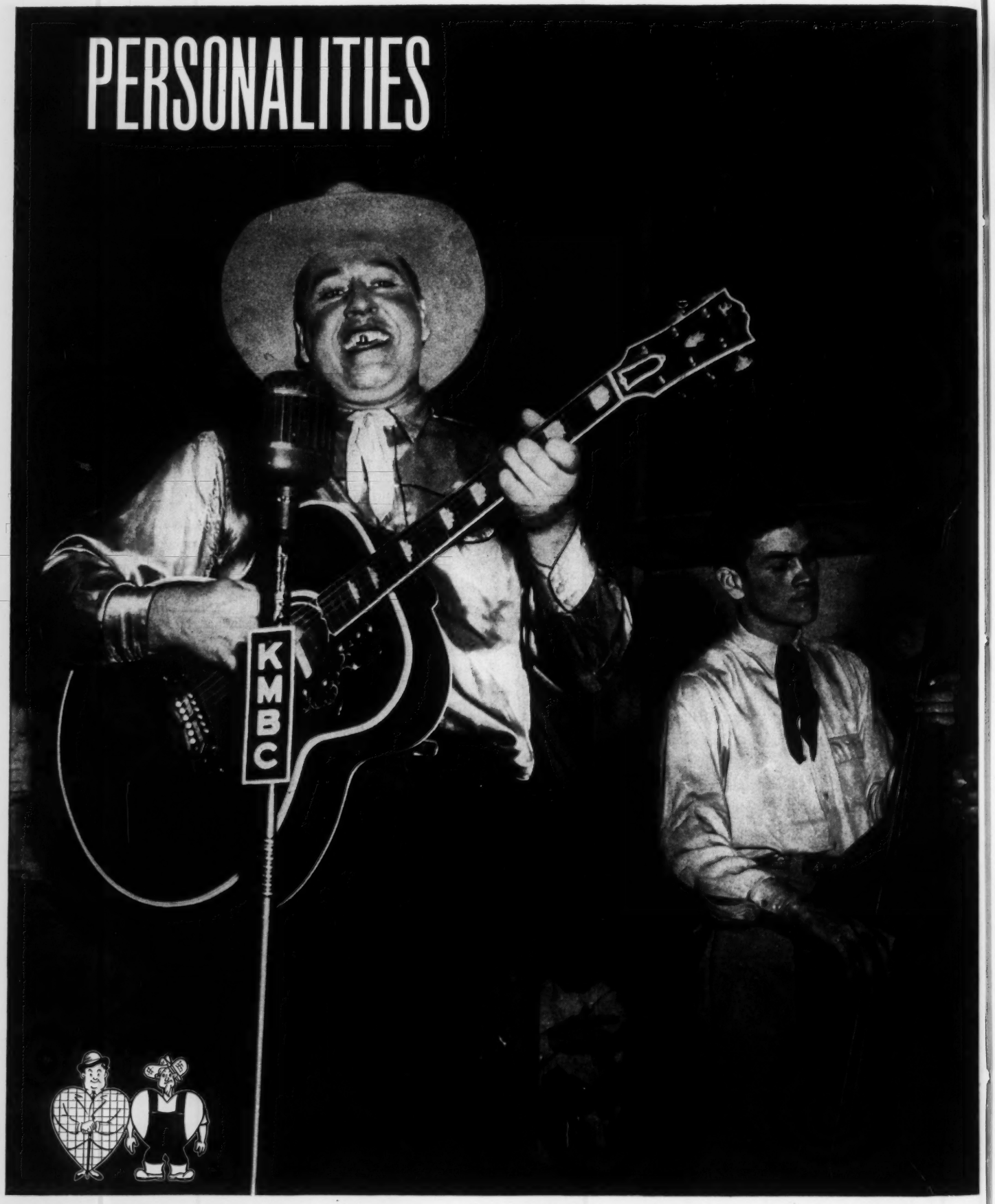
KFI LOS ANGELES

N.B.C AFFILIATE • 50,000 WATTS • 640 KILOCYCLES • CLEAR CHANNEL

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

PERSONALITIES



Brush Creek Follies is not only recognized as the "Heart of America's" greatest radio-stage show, but thousands of radio listeners have come to know KMBC intimately through personalities appearing both at the Follies and over the air. Completing its seventh consecutive season in Kansas City, the Follies has been attracting S. R. O. crowds. This talent is infiltrated into KMBC's broadcasting schedule.

"Food Scout" is Nancy Goode's claim to friendship with KMBC's tuners-in. She tells homemakers daily of best buys in produce direct from the food terminal.

World News importance demands the "know how" attention of a news editor such as Erle Smith. He directs KMBC's department of three full-time radio newsmen.

RADIO STATIONS ARE RECOGNIZED BY THE COMPANY THEY KEEP

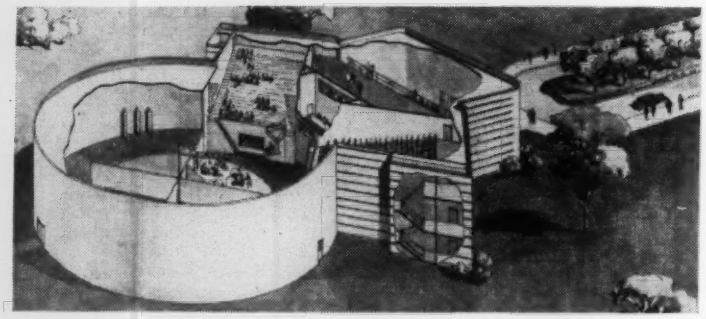
Knowing how to win friends and influence listeners has a great deal to do with the operation of a successful radio station. KMBC of Kansas City credits its microphone personalities for the prominence it has attained in the "Heart of America." These personalities, through their abilities as specialists in various phases of microphone technique, have established for KMBC a loyal following of deep-rooted listeners. These listeners welcome KMBC personalities into their homes as they would friends from next door. Consider, too, the extent of this closely knit following, for "the company KMBC keeps" is more such personalities by far than any other radio station in its service area. Add to this the fact that KMBC has been basic affiliate of the Columbia Broadcasting System since 1928, and you can well understand why KMBC stands head-and-shoulders above every one else in the "Heart of America."

Great Farm Audience turns to KMBC as Phil Evans, director of farm service, broadcasts findings three times daily from radio station's own livestock farm.

Livestock Interests have given KMBC exclusive right for marketcaster Bob Riley to broadcast official market reports direct from Kansas City's livestock building.

G-E HEADS VIEW VIDEO STUDIO

Austin Engineers Present Working Model of Special Post-War Television Studio



THIS IS WHAT television studios for postwar broadcasting of major network programs, will look like according to the designer, J. K. Gannett, New York, vice-president and director of engineering of the Austin Co. A "working" model of the above studio plan was presented at a press luncheon, Waldorf-Astoria, New York, where Dr. Walter R. G. Baker, vice-president of General Electric Co., and other G-E officials discussed "television postwar" and company's plans in the field.

The isometric view above gives a glimpse of some of the ideas which have been worked out by the engineers, with the purpose in mind of an overall plan to provide continuous video presentations with a minimum of expensive equipment. A revolving stage faces two large audience-seating areas located on alternate sides of a central control booth. Each section seating the audience is equipped with a sound-proof curtain, making it possible to alternate or use both areas.

Cantilevered cameras located in various positions around the stage quadrant from which the program is being presented, make it possible for one man to control the travel of each. Offices and dressing rooms, and other auxiliary facilities are located below the control room and seating areas. Added flexibility is also incumbent in the illumination system which will include water-cooled mercury vapor lamps remotely controlled. Austin engineers have developed special insulated wall and roof construction permitting controlled noise and atmospheric conditions.

Council Offer

WELFARE COUNCIL of New York City, a federation of 700 health and welfare agencies, has offered its services to New York broadcasters in handling listeners' appeals for help on personal problems. Stations have been invited to make use of the Council's information service by mailing or telephoning inquiries on health and welfare subjects. Commentators, program directors, women editors, and other radio personalities, have received copies of an "Information Guide", containing a list of social agencies for reference in directing listeners to the proper source of help.

Hope Replacement

PEPSODENT Co., Chicago (toothpaste) on June 13 replaces *Bob Hope Show* with *Life With Charlotte* for 13 weeks on 135 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Summer replacement will feature Charlotte Greenwood, comedienne, with talent line-up including Shirley Mitchell, Arthur Q. Bryan, Bea Benadaret, Sara Berner and Pat McGeehan. Show is packaged by Martin Broones and John Guedel, with latter handling production. Foote, Cone & Belding, Los Angeles, services the account.

North Central Expands; Forms Iowa State Net

THREE STATIONS in Iowa, KFJB Marshalltown, KDTH Dubuque, and KROS Clinton, have been added to North Central Broadcasting System. Through their affiliation with NCB the stations will join MBS, though KDTH has been a Mutual affiliate for some time.

Other North Central affiliates in Iowa are KVFD Fort Dodge, KICD Spencer and KTRI Sioux City. According to North Central these stations in Iowa are to be sold as an Iowa State network as well as part of the regional network.

Quaker Oats on Blue

QUAKER OATS Co., Chicago, has signed for a Monday through Friday five-minute broadcast at 10:40 a.m. on the full Blue Network starting June 19. Format has not been selected. The 52-week contract was placed through Sherman K. Ellis & Co., Chicago.

AMERICAN MERCHANT Marine last week issued a call for at least 500 first and second class radio telegraphers, licensed by the FCC. Men who qualify may wire collect to U. S. Merchant Marine, Washington, D. C. Registrants selected will attend a Navy school on wartime procedure.

COPYRIGHT CHECK URGED BY SESAC

BROADCASTERS should set up a system of copyright clearance to avoid penalties for infringement, SESAC urges in its monthly bulletin. SESAC's suggestions follow:

Contrary to popular belief, copyright clearance of music is as simple as ABC. All musical publications must bear a notice of ownership. This copyright notice is always found at the bottom of the first inside page of the sheet music or orchestration. To determine whether the musical composition may be performed, the name of the copyright owner should be checked against the list of affiliates belonging to each performing rights organization with which your station holds a license. Every station is provided with such lists and strict instructions should be issued to the program department not to play any music that is not cleared in this manner.

It should be observed that the name of the copyright owner on the inside page of the music is the determining factor and not the name of the publisher on the title page of the composition. The publisher is not, in all cases, the copyright owner. Similarly, the name of the author or composer has no bearing on copyright ownership. The Copyright Law has simplified the matter of determination of copyright ownership by requiring the copyright notice on all music and by using this safeguard, stations can avoid expensive claims from such private individuals. Stations desiring additional information with respect to music clearance should address their inquiries to the SESAC Program Service Department.

Lt. Symons Is Missing After Raid On Germany

LT. TOM W. SYMONS 3d, formerly of KFPY Spokane and KXL Portland, Flying Fortress pilot, has been reported missing. Last advices received by his mother, Mrs. Tom W. Symons, president of KFPY and identified with KXL, was that he was returning from a raid over Germany on Feb. 22 and was last seen diving into a cloud. Nothing has been heard of the crew since.

Lt. Symons was 24 years old and prior to entry into the U. S. Army had enlisted in the Royal Canadian Air Forces, joining the AAF when we entered the war. His sister, Virginia, is in the Marines.

Lt. Symons' father, one of the best-known broadcasters in the West, died Oct. 3, 1941.

Farris to Own WLAY

ACQUISITION of all the stock of WLAY Sheffield-Muscle Shoals, Ala., to supplement his present one-third interest, is proposed in an application filed with the FCC last week by Frank Mitchell Farris Jr., a director of the Smith Packing Co., Nashville meat packers. He would acquire the one-third interests of Joseph W. Hart and Joseph C. Russell, architects, for $8,000 each. WLAY operates on 1450 kc with 250 w and is an MBS outlet. The application for Mr. Farris was filed through the offices of Dow, Lohnes & Albertson.

Sponsor Video Test

ANOTHER SPONSOR ventured into the television field March 28 when Proctor Electric Co. Philadelphia, presented the first in a monthly series of one-act plays which were telecast over DuMont station W2XWV. The first program was based on George S. Kaufman's, *If Men Played Cards as Women Do*, adapted to highlight the Proctor "never lift" iron as an integral part of the play. Agency is Newell-Emmett Co.

Sale and Transfer Split KLRA-KGHI

FCC Order 84-A Stated Reason for Separation

IN COMPLIANCE with FCC Order 84-A banning dual ownership of standard broadcast stations in the same or overlapping areas, Arkansas Broadcasting Co., licensee of KLRA-KGHI Little Rock, Ark., last week filed with the Commission applications to effect separation of the two stations through transfer of control of KLRA from A. L. Chilton to the Gazette Publishing Co. for $275,000 and the assignment of license of KGHI to A. L. Chilton and his wife, Leonore H. Chilton, a partnership doing business as KGHI Broadcasting Service.

Mr. Chilton is president of Arkansas Broadcasting and holds 2380 of the total 3720 shares common stock issued and outstanding. Of the remainder, the Gazette Publishing Co., publisher of the *Arkansas Gazette*, holds 599 shares; Mrs. Chilton, vice-president, 182 shares; S. C. Vinsolhaler, secretary-treasurer, 186 shares; W. C. Allsopp, director, 1 share; and R. E. Steuber, 372 shares. Mr. Chilton is also major stock holder in Chilton Radio Corp., licensee of KSKY Dallas. His wife owns a part of the remaining minor portion.

In acquiring control of KLRA, subject to FCC approval, the Gazette Co. proposes to purchase an additional 2400 shares in the licensee corporation from Mr. Chilton (2206 sh), Mrs. Chilton (8 sh) and Mr. Vinsolhaler (186 sh) for a total consideration of $275,000.

The remaining 174 shares each held by Mr. and Mrs. Chilton are to be exchanged with Arkansas Broadcasting for the control and license of KGHI, under the related proposed transactions. As a partnership, KGHI Broadcasting Service, each will hold half interest in the outlet.

A CBS affiliate, KLRA operates on 1010 kc with power of 10 kw to local sunset and 5 kw night. KGHI is a 250 w local outlet operating on 1230 kc as a Blue and Mutual affiliate.

Dutton on WQXR

E. P. DUTTON Co., New York, on April 27 starts a weekly quarter-hour evening program, *Browsing Through Books*, on WQXR New York, believed to be one of the few fulltime programs to be used by book publishers. The author and critic, Boris Todrin, will read excerpts from Dutton books to create interest in a particular volume. Later guest authors may be introduced. Dutton does not sell books outright and will play up the booksellers in both commercial copy and program content. Booksellers may be invited to participate, with tales of humorous happenings in book stores. Contract for 52 weeks was placed through Louis M. Cottin, New York.

WMT's Primary (.5 Millivolt) Area of 320 Miles In Diameter Is The Largest In The State of Iowa!

IOWA IS famous for her prodigious agricultural accomplishments, but brother don't let those tall corn stalks fool you. Iowa's 1½ billion dollar farm income for 1943 was solidly bulwarked by tremendous industrial payrolls in the meat and food processing industries. Add a crushing overlay of war production dollars and you get a still truer picture of the buying power now on the loose in the tall corn state.

Within WMT's roughly circular ½ millivolt line of 320 miles in diameter lies 22 million acres of the nation's richest farm land. That's 22½% of all the Grade "A" Farm land in the U. S. A. and the largest primary area of any station in the State of Iowa!

Nearly 3½ million people (1940 Census) live and work and spend in the prosperous WMT Primary Area. Get your share of them as customers! Give your Corn Country advertising 7-League Boots by taking advantage of WMT's superior wave length (600 kc.), splendid soil conductivity and a transmitter located in an area of low absorption.

WMT is the dominant station in Eastern Iowa, reaches the people in this area as no other medium can . . . . does the job thoroughly and economically. May we send more complete details today?

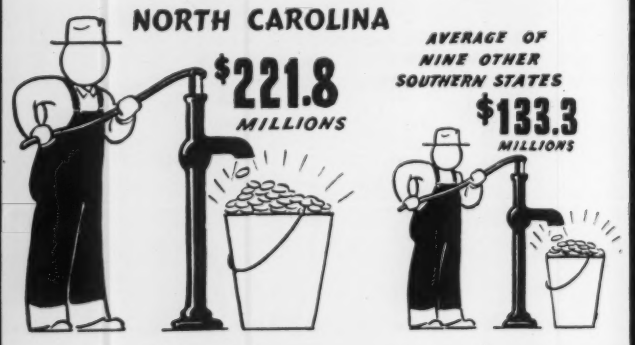
BASIC COLUMBIA NETWORK
CEDAR RAPIDS
5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION
WATERLOO
Represented by the Katz Agency

NORTH CAROLINA is the SOUTH'S No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
Source: Department of Agriculture, 1940



WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

Studio Notes

WING Dayton, Ohio presented exclusive coverage of the arrival of the famed B-17 "Hells Angels" at Wright Field. Special interviews with members of the original crew and talks by Air Force officers were featured.

ASSOCIATED Music Publishers, New York, has completed new licensing agreements with WHLS WTCM KRNT WMT KSO, and has extensions of contract from 29 outlets—KBST KCMC KFXM KGFJ KGKL KIEM KMBC KMO KOME KPLT KRBC KRLH KRSC KVCV KVEC KVOE KVWC KXO KYOS WDSM WELI WHBF WIND WNBF WOR WRR WSTP WTIC WXYZ.

TWENTY-FIVE Future Farmers of America, recognized by the Prairie Farmer-WLS Chicago Rural Youth Award program instituted this year to honor outstanding members of farm youth groups of Illinois, Indiana, Wisconsin and Michigan, will be guests May 13 of WLS on an all-expense-paid trip to Chicago. Choice of awards was made by individual groups. The FFA winners scheduled to receive the Rural Youth Award will participate in a WLS broadcast; join in an informal round-table discussion with industrial leaders and become acquainted with Prairie Farmer-WLS personnel at a studio party and WLS National Barn Dance.

KRNT Des Moines originated the half-hour Victory Party broadcast of the Iowa Farm Bureau Federation on April 12. WMT Cedar Rapids, Ia., WNAX Yankton, S. D. and KGLO Mason City, Ia. carried the program.

CKCH Hull, Que., has appointed Radio Representatives as exclusive representatives in Toronto.

AS AN AID to the Government rationing program, WHIS Bluefield, W. Va., is presenting a series of programs titled *For the Housewife*, dealing with the problems and various phases of rationing and wartime housekeeping.

WNEW New York has increased from 3 to 11 the number of newscasts presented by the *New York Daily News* from 6:30-9 p.m. Schedule now includes three-minute news summaries every quarter-hour in addition to the five-minute news periods every hour and half hour during that period.

WIP Philadelphia has appointed the George P. Hollingbery Organization as national representative.

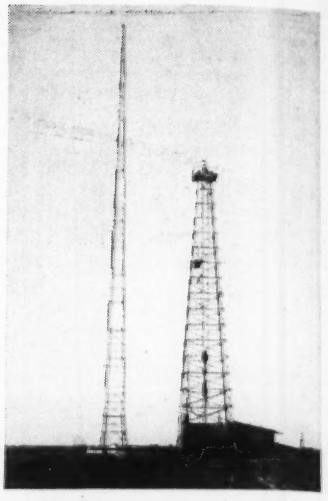
KSTP Minneapolis has released new rate card, No. 33, which became effective April 15 and is to supersede all former ratings. The cover contains a sectional drawing of KSTP coverage.

WOR New York last week started using 30-second spot announcements on its sustaining news periods to promote special and regular WOR programs.

KATN Watertown, N. Y., has appointed Spot Sales, New York, as national sales representative.

WNYC, New York municipal station, has started a series of broadcasts of ballet music alternating from the Metropolitan Opera House and from the New York City Center of Music and Drama, where two different ballet companies are opening simultaneously.

KIRO Seattle on March 25 presented a special *Salute to Labor* program in cooperation with the Navy. Half-hour show officially commended organized labor in the Puget Sound area and the Pacific Northwest on their war production record.



TRANSMITTER on the grounds of KWFT Wichita apparently is running competition with a 125 ft. steel derrick of an oil well. The well is now producing 350 barrels a day, and the derrick will be removed so as not to interfere with radio propagation. The self-supporting antenna is 400 ft. high.

Correction

NAMES of H. L. Kirke, head of the research department for BBC, London, and A. E. Barrett, BBC engineering representative in Washington, were transposed in the caption provided by WLW Cincinnati for a photo published in the April 10 BROADCASTING.

WPB Assignment

CRAMER-KRASSELT Co., Milwaukee, has been selected as War Manpower Commission area volunteer task force agency, by Carleton Healy, War Advertising Council coordinator. Agency activities will be directed by Walter Seiler, president of Cramer-Krasselt and also publicity chairman of the Wisconsin State War Finance Committee.

KDYL Salt Lake City, in cooperation with the Salt Lake Council of Women, is presenting on-the-spot descriptions of the various child day care centers located in the city.

KSL Salt Lake City is now utilizing quarter-hour original dramas as public relations broadcasts. Instead of just giving time to organizations seeking radio publicity, the KSL program department has developed the low cost programs for these groups, using staff writers and actors. Dramas have a maximum of four actors and one sound technician, and use musical bridges.

CKLW Windsor-Detroit has acquired Press News radio service.

CJCJ Calgary has subscribed to British United Press radio service.

CFNB Fredericton, N. B., has installed new Ajax antenna towers to replace those wrecked in a heavy windstorm in mid-February.

KPO San Francisco staff members, outside of the program department, competed for a $25 War Bond in a contest which called for an original program idea. Prize was split three ways. First idea to be sold to a sponsor means another War Bond for its owner.

SIX STATIONS have acquired the special AP radio wire of Press Assn: KBTM Jonesboro, Ark; WOW Omaha; KODY North Platte, Neb.; WJRD Tuscaloosa, Ala.; WWNC Asheville, N. C.; WBEZ Chicago FM station.

50,000

Measurements

On March 31 we made our Fifty Thousandth Frequency Measurement in our K.C. Lab.* The station measured was the new **KWBU**, 50 KW, Corpus Christi.

****Total does not include any Hollywood measurements.***

THIS IS AN EXCELLENT RECORD, BUT HERE IS ANOTHER OF WHICH WE ARE PROUD:

KMMJ, Clay Center, Nebraska, Commercial Radio's First Account is STILL with us. March 31st they received our Measurement No. 50,007!

THIS IS CONVINCING PROOF OF DEPENDABLE, ACCURATE SERVICE

Commercial Radio Equipment Co.

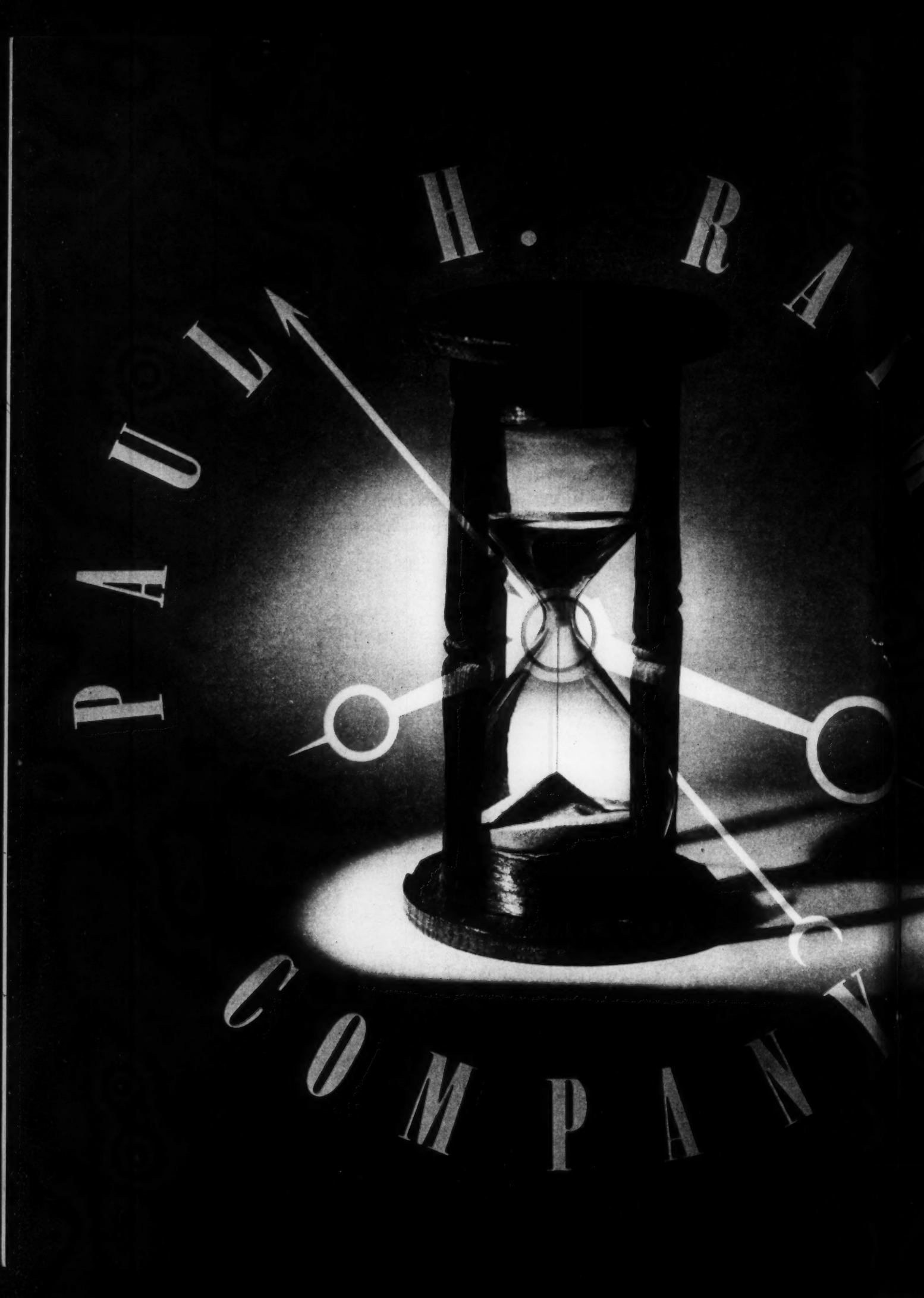
Radio Engineers

321 East Gregory Blvd.
Kansas City 5, Mo.

315 Evening Star Bldg.
Washington 4, D. C.

1584 Cross Roads of the World,
Hollywood 28, California

(Monitoring Services Available from KC and Hollywood)


PAUL H. RA
COMPANY

Time is Our Business

We like this symbol. To us it means just one thing . . . that this organization devotes itself exclusively to the sale of time. We have no diverting occupations with other advertising media, or with transcriptions or talent. We leave accounting and engineering to the stations we represent.

Our stations profit by this exclusive attention, and by far the largest part of the time we sell is program time of five minutes and longer.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Hour glass courtesy of Douglas Curry, New York

Editorial

The Ryan Credo

J. HAROLD RYAN, drafted for the presidency of the NAB as a broadcaster's broadcaster, formally has taken over that post.

In his first utterance as the spokesman of American radio, he calls upon broadcasters to work together in the interest of good radio. He calls upon the FCC to forget bygones and achieve the common objective through "understanding cooperation".

No man ever had a clearer concept or understanding of his task. Harold Ryan has a rich background as a business man, practical broadcaster, Government official, and a student of the arts. He came to the Office of Censorship as radio chief following Pearl Harbor and after having directed an important broadcasting organization for 15 years. He leaves the Government at the call of his colleagues to lead radio in its most critical period.

Mr. Ryan's maiden statement is a credo for American broadcasters. In simple, direct language he cites the obligations and functions of Radio by the American Plan.

Harold Ryan didn't seek the NAB presidency; it sought him. He is entitled to the support of every broadcaster, to enable radio to attain the status, integrity and dignity it deserves.

Agency Foresight

FOR YEARS television has been the most talked about and glamorized of the radio arts. It captured the public's fancy even before aural broadcasting came of age. Almost everything conceivable that could have happened to frustrate a budding art befell visual radio. It was stopped dead by the FCC in 1940. Then, when it was authorized on a new basis, the war's outbreak put it back on the shelf.

Now television is being talked up again as radio's post-war contribution to mankind. It can be that. There are still many problems ahead. The most important immediately discernible is that of allocations, so manufacturers can gear production of receivers engineered to respond to frequencies assigned to television, FM and the other broadcast bands, domestic and international. Preparatory work is in the hands of the Radio Technical Planning Board.

Commercial television on a sufficiently broad base to warrant public acceptance can't be undertaken until the allocations task is completed, and transmitters and receivers are available in adequate numbers. Thus, television's debut must be a planned development and not the haphazard, or somewhat accidental onset that marked sound broadcasting, which grew like Topsy in the early 20's.

It is clear now that those who will ultimately foot the bill for home television (as distinguished from large-screen theatre exhibition) are aware of television's potential as an advertising medium. In this issue we publish the results of a survey of advertising agencies identified with radio. It is significant that every top agency in the country either has or plans a television department and that all are interested on behalf of their clients to the extent of either experimenting with video or of working out paper plans.

There was no such planning when sound broadcasting got its start following World War I. Most agencies and advertisers alike looked upon radio as a passing fad that wouldn't stick and couldn't sell. Published media were ugly about this upstart, except for the handful that got in early and stayed in.

So television, given half a chance, can get off to a good start with the cessation of war. That all presupposes, of course, that the bureaucrats will keep hands off, and that radio's overall existence as a free, competitive enterprise, will be unfettered.

As We Like It

FEW, IF ANY, agencies of wartime Government have been subjected to the kind of cuffing about handed the OWI by politicians and other chronic objectors. But so far as radio is concerned, that agency has performed meritoriously despite several changes in the top direction of its radio bureau.

Latest evidence of fair play by OWI's Radio Bureau was the directive sent to branch offices designed to protect stations against demands for free time for Government messages from commercial industries which pay for advertising in other media [BROADCASTING, April 10]. John D. Hymes, deputy chief of the Bureau, who left the radio department of Foote, Cone & Belding to assume the Government post, enunciated the new policy coincident with the campaign to recruit workers for food processing plants under OWI auspices.

If the food processors have advertising budgets for recruiting emergency workers, Mr. Hymes advised the regional offices, "an appropriate amount should be used for radio in proportion to other media if radio coverage is desired." If no advertising funds are available for any media, then the OWI regional chief is to do his utmost to secure time on a free basis on local stations.

That, to all broadcasters, is a fair, honest and equitable approach. It's a far cry from what has happened in the past, when space in the printed media has been purchased for all sorts of campaigns, while radio has been asked to give away its time. We hope the OWI precedent, established in this instance, will permeate all Government establishments identified with the encouragement of war advertising and recruitment campaigns.

Incidentally, the whole matter of OWI appropriations for the next fiscal year comes up this week before the House Appropriations Committee. Whatever emerges from the smoke of battle, it is to be hoped the Domestic Radio Bureau is continued intact.

The Bureau asks Congress for $488,000—sufficient only to continue operations on a sharply curtailed basis. The Bureau has done an excellent job, one that would entail possibly 900 extra people in stations and networks if there were no Government agency to prepare, clear, coordinate and schedule messages through its various allocation plans.

The cost of the operation seems a small price to pay for $103,000,000 contributed in time and talent by stations, networks and advertisers in selling War Bonds and conducting more than a hundred other campaigns. From where we sit it's a mighty good war investment.

Our Respects To -

GEORGE HOWARD ALLEN

"RADIO RESEARCH has been too much concerned with statistics and not enough with people, too much with the statistical abstraction of 'radio homes' which never laughed or cried over the words used, nor bought a sponsor's product; not concerned enough with counting all the men and women, boys and girls, who respond to radio's offerings with intelligence and emotion—and purchases at the corner store. In fact radio is the most intimate, the most personal, of all mass media of communication," says George Howard Allen, who has just been appointed manager and secretary of the Cooperative Analysis of Broadcasting, "and it needs the same kind of research." He succeeds A. W. Lehman who was elected president of CAB after ten years as manager and secretary.

Born June 1, 1914, in Boston, he spent most of his young life in Westborough, a suburb of Worcester chiefly noted as the birthplace of Eli Whitney. An all-around youth, in high school, George was president of his class, business manager of the school paper, captain of the baseball team and an honor student, winning at graduation the Women's Club scholarship as well as the American Legion medal for character, athletics and scholarship.

At Massachusetts State College, George played baseball and hockey and managed the hockey team, won his stripes in the ROTC cavalry unit, held various positions with the college newspaper and annual, sat on the student Intercollegiate Athletic Board and the Academic Activities Board, and maintained a regular position on the scholastic honor roll—while paying all of his own expenses by working at jobs that ranged from real ditch-digging to superintending the college dining facilities. He was a member of the national Lambda Chi Alpha fraternity and chosen for the college's highest elective award, The Adelphia, his senior year.

Topping his B.S. degree from Massachusetts with an M.B.A. from the Harvard Graduate School of Business Administration, he went to work in 1938 as assistant to the president of National Theatre Supply Co., now National Simplex-Bludworth, one of the principal stockholders in Scophony Corp. of America, developers of television equipment, particularly in the field of large-screen theatre reproduction.

In 1940 he joined the research and promotion department of WOR New York and for the past three years has supervised that station's continuing study of radio listening, one of the first attempts by any member of the broadcasting industry to add a sheath of quali-

(*Continued on page 38*)

. . . men making news

You have just stepped into the news room of Milwaukee's Ultra-Modern Radio City. You are watching a news broadcast being put together for WMFM, The Milwaukee Journal FM Station.

That clicking noise is the battery of teletypewriters bringing in last minute international, domestic and war news. Those telephones jingling on the news editor's desk carry late state and local flashes from The Milwaukee Journal and its tremendous state-wide staff.

Now the editing. First the news is weighed and sifted to the wants and interests of the WMFM audience. Second, it is edited to the announcer's rate of delivery.

And so, in a few short minutes, a clear, concise news report will be enjoyed in thousands of WMFM homes. Smooth, efficient, interesting, it will be typical of the distinctive, well-planned programs that have won a loyal following.

Today, tomorrow . . . whenever you make plans for FM radio, remember, the call letters WMFM . . . Milwaukee, one of America's outstanding FM Stations.

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

Smart Time Buyers

These smart time buyers know what the boys in the back room will have every time—without asking

when buying time in the Denver Market . . . a KOA Cocktail, of course!

Ingredients:
Dealer Preference, 68.8%**
Listener Loyalty, 69%***
Top Programs, 9 out of First 10
Coverage, Parts of 7 States
Power, 50,000 Watts

* NBC "Tale of 412 Cities"
** Ross Federal Survey

Few stations in the nation can equal KOA's dominance!

KOA 50,000 WATTS 850 K.C. FIRST IN DENVER

Represented Nationally by Spot Sales!

Our Respects to

(*Continued from page 36*)

tative flesh and blood to the bare bones of radio circulation statistics. With more than a third of a million personal interviews accumulated to date, this study has analyzed the listening audience, not merely by the number of home radios tuned to each program, but by age and sex and income levels. In addition to these qualitative data, it has reported on what these individual listeners thought of the programs they heard.

Demonstrates Use of Data

As a research scientist, Allen is proud of the compilation of such information. And in his allied position of assistant director of promotion of WOR, he has frequently had the opportunity to demonstrate the practical application of these qualitative data to more efficient advertising and station programming, as he presented them to hard-headed business men interested only in the accuracy with which the radio impulses they buy register in the will-to-purchase of the listening audience.

The CAB has already announced the addition of age and sex listener breakdowns to its former listening analyses, together with an expansion of its reports to cover 81 cities, representing a cross-section of all cities of 50,000 population or over, in place of the 33 cities of equal network opportunity to which its reports were formerly limited. Enthusiastic over this collection of qualitative data on a nation-wide scale, Allen is even more enthused with the CAB's declaration that this is only the first step toward the goal of a truly national program rating service, covering both telephonic and non-telephone homes, in small towns and on farms as well as the great urban centers.

Camera Addict

In 1940 George Allen married Virginia Russell. They have one son, Douglas Winslow, aged 11 months, and reside in Hollis, L. I. Barred from more strenuous activities by injuries acquired in collegiate athletics, George ranks photography as his current hobby, but admits that many of his out-of-office hours are spent on his major interest, the development of more accurate, more extensive, radio audience research.

As a director of the American Marketing Assn., he has conducted a series of wartime radio luncheons which have served to keep radio highlighted as a major field for market research. George views his new job with the CAB as an opportunity to make radio research continually more valuable to broadcasters and advertisers as a compass for charting the future path of broadcasting as well as a measuring rod of its past achievements.

Personal NOTES

A. D. WILLARD Jr., general manager of WBT Charlotte, has been reappointed chairman of the Charlotte YMCA membership drive committee.

PAT TAYLOR, commercial manager of WMFR High Point, N. C., married Alice Yow, of High Point, April 7.

W. S. NEWHOUSE Jr., account executive of WOR New York, is the father of a boy.

ED NORTON, chairman of the board of WAPI, CBS affiliate in Birmingham, Ala., has been elected to membership in the General Education Board, Rockefeller endowed organization set up to promote "education within the United States of America without distinction of race, sex, or creed." In addition to his WAPI connection, Mr. Norton has an interest in WMBR Jacksonville and WFOY St. Augustine, Fla.

HUGH B. TERRY for the second consecutive year has been named chairman of the Denver Boy Scout's annual circus.

FRANK A. SEITZ, managing director of WFAS White Plains, N. Y., is the father of a boy.

PAUL McCLUER, sales manager of the NBC central division, has been appointed chairman of the public information committee of the Chicago U.S.O. Council.

JOHN EVANS has left the sales department of KIRO Seattle to join the public relations department of the C. & H. Sugar Refining Co.

RALPH S. HATCHER, formerly with the commercial department of WTAR Norfolk, has returned to the United States following a four-month tenure with OWI in Algiers on special radio assignment. He has not announced future plans.

ERNEST H. MARTIN, of CBS national sales service, Hollywood, and Nancy Frank, were married in Los Angeles April 6.

FRED MUELLER, sales manager of KLZ Denver, has been appointed entertainment chairman of the Denver Kiwanis Club.

LOU RIKLIN, account executive for WOAI San Antonio, has been elected director of the San Antonio Junior Chamber of Commerce.

GEORGE GILBERT has been named assistant night manager for the NBC Central Division.

Percy S. Straus

PERCY S. STRAUS, 67, former director of WOR New York, and chairman of the board of R. H. Macy & Co., New York department store controlling the station, died April 6 of a heart ailment at his home in New York. Mr. Straus was director of WOR from January 1930 to October 1933. At the time of his death he was a director of L. Bamberger & Co., Newark store, and the N. Y. Life Insurance Co. He leaves his widow and three sons. WOR closed its offices until noon on April 10, and Macy's closed for the entire day in respect to Mr. Straus.

Westinghouse Changes

JOHN W. WHITE has been named president and general manager of the Westinghouse Electric International Co., subsidiary of Westinghouse Electric & Mfg. Co., it was announced last week. He succeeds George H. Bucher, who becomes chairman of the board of the International Company. At the same time, William E. Knox, former assistant general manager, was elected vice-president. Both men have long service records with their company.

KEITH HIMEBAUGH, information specialist of the Dept. of Agriculture for the past decade, has been appointed director of information succeeding Morse Salisbury, who has become information director for the United Nations Relief and Rehabilitation Administration. In his new post, Mr. Himebaugh will have charge of radio extension service, in addition to general information. He was former manager of the Michigan State College Station, WKAR E. Lansing.

J. S. MIMS, vice-president and general manager of the *Tampa Tribune*, which operates WFLA, has been elected president and publisher of the newspaper and head of its radio operation. He succeeds S. E. Thomason, who died March 20. Mr. Mims joined the *Tribune* in 1906 as general accountant.

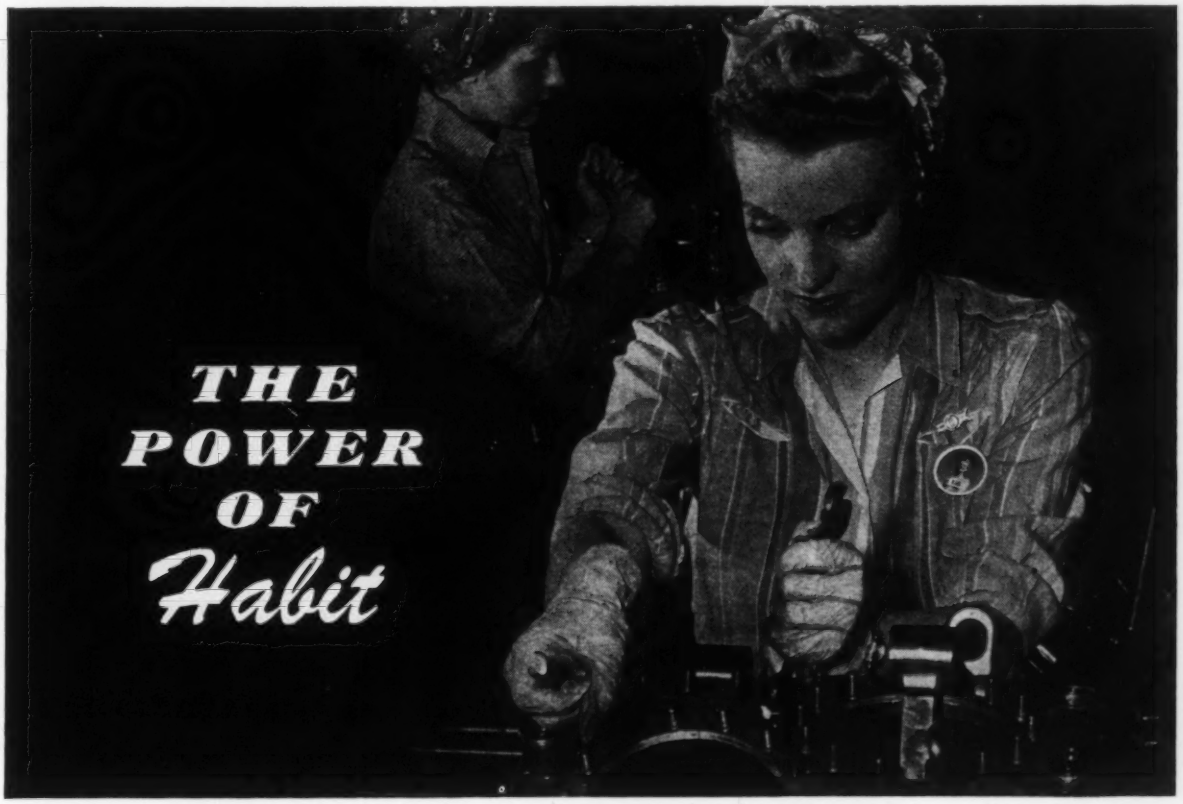
GARETH GARLUND, formerly on the announcing staff of Radio Manila, and Frank McHugh, new in radio, have joined the sales staff of KJBS San Francisco.

DON GREENLIEF, formerly commercial manager of WBLK Clarksburgh, W. Va., is now commercial manager of WWPG Palm Beach, Fla.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*

Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

McClatchy Broadcasting Company
Sacramento, California



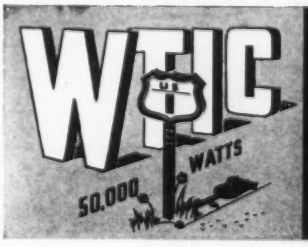
Habit is contributing to victory in a dozen different ways. For instance, the dexterity of this worker on an assembly line is the result of doing the same thing, in the same way, thousands of times.

The manner in which the people of Southern New England listen to WTIC is an example of another powerful habit. For more than 19 years, WTIC has brought to these people the best radio programs available. As a result, WTIC enjoys an audience loyalty unsurpassed by any station in the area.

Because more people in Southern New England rely upon WTIC, and because these people possess a buying income at least 60% in excess of the national average, WTIC is the logical medium for creating sales response in the Southern New England market.

You'll find it profitable to put part of your appropriation to work on WTIC.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Reach the ACTIVE SALT LAKE MARKET

S. S. FOX, President
W. E. WAGSTAFF, Com. Mgr.
National Representative
JOHN BLAIR & CO.

GEORGE C. FURNESS, AIR PIONEER, DIES

GEORGE C. FURNESS, 60, chemical engineer and pioneer broadcaster, who originated and handled the *Eveready Program* on NBC, first regular network commercial program, died April 10 in a New York hospital after a brief illness. He was in charge of new products of National Carbon Co., a division of Union Carbide & Carbon Corp. He had been associated in various capacities with Union Carbide since his graduation from Massachusetts Institute of Technology in 1906.

In July 1932 Mr. Furness started the forerunner of all sponsored network advertising—a program promoting the dry batteries produced for the old-time radio sets by the Eveready Division of National Carbon Co. The series started on WEAF and made the first network commercial broadcast in radio history on Lincoln's Birthday, Feb. 12, 1924, with a program titled *He Knew Lincoln.* By 1927 the series was aired on some 19 NBC stations.

Mr. Furness introduced many techniques and personalities, later to become firmly established in radio. He had complete charge of the program from 1923 until it went off the air in 1930, selecting the artists, producing the show, and for a year or so in the late 20s actually taking part in the program as one of the first network mcs.

Laux WKNY President

ELECTION OF John J. Laux, of Steubenville, O., as president of the Kingston Broadcasting Corp., licensees of WKNY, Mutual affiliate in Kingston, N. Y., was announced after completion of a plan of corporate reorganization for Mutual's outlet in the Hudson River Valley, which has already been approved by the FCC. WKNY management is now affiliated with WSTV, MBS outlet in Steubenville, and WJPA Washington, Pa., independent, both of which Mr. Laux manages. Local management of WKNY will remain in the hands of Lou Steketee, who has been acting manager and program director.

Lt. Vern Cox Missing

LT. VERN COX, formerly of the sales promotion department of KSO-KRNT Des Moines, now in the Army Air Corps, has been listed as "missing in action" over Austria. Lt. Cox is the stations' first casualty.

Carroll Ragan

CARROLL RAGAN, specialist in industry publicity, until last December on the public relations staff of Commerce and Industry Assn., New York, died at his home in Yonkers, N. Y., April 10. Mr. Ragan was manager of *Business Forum*, weekly program presented on WMCA New York under the auspices of the association. Series is now handled by Walter B. Shackleton, CIA director of public relations.

RINGLING BROS., Barnum & Bailey Circus was telecast from Madison Square Garden in New York April 15 on NBC's video station, WNBT.

PREPARING for a shakedown cruise aboard the USS Hayter, during a recent visit to the Charleston Navy Yard, John M. Rivers, president of WCSC Charleston, is helped with his "Mae West" by Lt. Graham B. Poyner, Radio Officer for the 6th Naval District and former program director of WPTF Raleigh. Mr. Rivers joined members of the North Carolina Press Assn. who came to visit the Yard.

CBS Names Dan Russell To Shortwave Position

DAN RUSSELL has been named assistant in charge of program planning in the CBS shortwave department. He succeeds Ben Feiner Jr., who transferred to the network's television operation. Mr. Russell will act as general supervisor of shortwave production as well as handling his program planning duties.

Mr. Russell was CBS shortwave production supervisor during 1941 and 1942, and later became a field representative of CBS Latin American network. He took a leave of absence in August 1942 to program production for the Office of the Coordinator of Inter-American affairs. Last fall he went to Uruguay to supervise organization of production and program departments for Radio Carve, CBS affiliate in Montevideo.

Mr. Feiner was to take up his new duties as general programming assistant and director-writer in the network's television department April 17. Joining CBS in August 1942, Mr. Feiner served successively as manager of the shortwave script division and head of the script division and supervisor of broadcasts beamed to American forces overseas. Before joining CBS, he was president and general manager of the Kingston (N.Y.) Broadcasting Corp., and previously had been a partner in Furman, Feiner & Co., radio advertising agency.

Hanson to OWI

MAURICE F. HANSON, on leave from J. Walter Thompson Co., has been named Deupty Domestic Director of OWI in charge of information programs for War Food Administration and Office of Price Administration. He succeeds A. R. Whitman, vice-president of Benton & Bowles, who has become director of OPA's Fuel Rationing Division. Samuel Dalsimer, vice-president of Cecil & Presbrey, continues as OWI program manager for OPA, while John Graetzer Jr., former assistant advertising manager for Carstairs Brothers Distilling Co., remains as OWI program manager for WFA.

BEHIND the MIKE

JOSEPH H. TOBIN, formerly on the announcing staff of WESX Salem, Mass., has been appointed chief announcer of WINS New York. Samuel F. Levine, former freelance scriptwriter, has been named director of the continuity department.

BILL MARTIN, formerly on the announcing staff of CKLW Detroit-Windsor, has joined the announcing staff of WBYN Brooklyn.

JIM PENNOCK, formerly with WLAP Lexington, is a new member of the announcing staff of WCKY Cincinnati.

JANET FRASER, of public relations department of CKY Winnipeg, has been married to Signaller J. W. Scott, Royal Canadian Navy.

D. R. P. COATES, has returned to CKY Winnipeg after two and a half years in the Royal Cangdian Air Force as a public relations and recruiting officer with the rank of flight lieutenant.

MAURICE BURCHELL and Tom Benson, formerly announcers of CKY Winnipeg, now in the Royal Canadian Navy, have been promoted from sublieutenants to lieutenants.

HOWARD M. PAUL, former continuity and publicity writer of WTMJ WMFM Milwaukee, now in the Navy, has been promoted to a lieutenant senior grade.

WILFORD N. (Bill) SHULTZ, Canadian homespun philosopher, enters his 17th year of broadcasting on CHAB Moose Jaw, Saskatchewan. His five hour Sunday afternoon reverie program, *Golden Memories*, has been sponsored since 1931 by the Army and Navy Department Stores. Daily half-hour *Pleasant Memories* program now supplements the Sunday broadcasts.

GEORGE STONE, formerly with WOOD Grand Rapids, Mich., has been added to the announcing staff at NBC Chicago. He replaces Dick Noble, now serving with the Navy.

ROBERT VENABLES, former freelance announcer in New York and on the staff of WHN New York, has joined the WBBM Chicago announcing staff.

LT. THOMAS L. MOORE Jr., former announcer of WIBG Philadelphia, has been awarded a second Oak Leaf Cluster to his Air Medal, for heroism in bombing missions over Europe.

C. T. (Midge) MAJER has been appointed news editor of WIBG Philadelphia.

"WFDF Flint said the admiral is in town."

NEVER MIND what the census says . . . since Johnson's Wax gave America our Fibber McGee and Molly in April, 1935 this pair has made part-time Peoria citizens of darn near every one who listens to the radio.

Now as James and Marian Jordan enter into their tenth year of broadcasting over an NBC network in the same character parts . . . with the same writer, the same sponsor . . . they "come in" even more secure in the affection of the public than ever before. NBC feels that not only this network but the entire world of entertainment owes a salaam in the general direction of Fibber and Molly and Don Quinn, the writer whose exceptional talent has contributed so much to the success of this program.

The McGees and their neighbors and friends portray the warmheartedness, the ready wit, the human frailties that Americans understand and appreciate. But there must be more to their popularity than that.

Maybe it's because the public senses that the friendliness they project over the air is as real in real life as the characters of Fibber and Molly are to their millions of listeners.

* * *

Whatever it is, NBC proudly numbers this show in its top-notch list and points out that it is programs of this caliber . . . plus the finest facilities in radio . . . which make NBC "*The Network Most People Listen to Most.*"

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

Market Coverage that pays a Profit

- A booming market of over 1,250,000 people—
- Ample power (5,000 watts) and a favorable frequency (980 kc) to cover it—
- At extremely low cost per 1,000 families.

Check up on Nashville and WSIX for any pending schedule — wire this station or

The Katz Agency, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 K C

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

GORDON VAN DOVER, former member of the network "Tom, Dick and Harry" team, has joined the WBBM Chicago production department.

ED ROGERS, announcer of WFIL Philadelphia, has joined the staff of WTOP Washington, D. C.

FRED HALL, formerly of WFLA Tampa, Fla., has joined the staff of WSMB New Orleans, replacing Gay Batson, who has been inducted into the armed service.

WAYNE OSBORNE, professional baseball player for 13 years on the Pacific Coast, has joined WJJD Chicago for the 1944 baseball season to handle *Dugout Interviews* and *Sports Review*.

C. M. WARD Jr., continuity editor of WWNC Asheville, N. C., married Frances Godwin on Easter Sunday.

DAVID PORTMAN, announcer of WFAS White Plains, N. Y., has been inducted into the Navy. Robert Perry, relief announcer, joins the regular staff as replacement.

JOEL STOVALL has been appointed program director of WKRC Cincinnati, replacing James Patt now at Great Lakes Naval Training Station. Mr. Stovall was formerly with KMOX St. Louis.

LAUREL McKITTRICK is now with the WMBD Peoria continuity department.

CONSTANCE DEVER, traffic manager of WORL, has announced her engagement to Charles Reynolds, medically discharged pilot in the Army Air Corps.

WILLIAM J. TAYLOR has been transferred from the Montreal office to the Toronto head-office of Radio Representatives.

NED FRENCH and Dick Coughlin have joined the staff of WCOP Boston.

OLIVE KACKLEY, women's commentator of WCKY Cincinnati, has been awarded a national honorary membership in Pi Omicron, national sorority.

CORP. NORMAN SHANDELMAN, former announcer of WMRF Lewistown, Pa., and Mona Schneider, have been married.

THOMAS DEREN, announcer of WHAT Philadelphia, is confined to Frankford Hospital with a broken knee-cap.

RALPH H. MINTON, former promotion manager of the *Philadelphia Evening Ledger* and more recently handling public relations for Philadelphia's Fourth War Loan Drive, has been appointed promotion director of WIP Philadelphia.

TOM NOONE, announcer-newscaster of KFI-KECA Los Angeles, has resigned to prepare for Army induction on May 1.

PRESENTATION of the Kiwanis International Victory Farm plaque is made by Milton S. Eisenhower (l), president of Kansas State College of Agriculture, to farmer Leo Rexing (r) of Evansville, Ind., in a ceremony heard on the Blue network *National Farm and Home Hour*, m.c. of which is Curley Bradley (c). Farmer Rexing was crowned "wheat king of southern Indiana" last year when he produced 45.2 bushels of wheat per acre on his 350 acre farm. Milt Eisenhower, brother of Gen. Dwight D. Eisenhower, was formerly deputy director of OWI and is also ex-director of public relations for the Dept. of Agriculture.

JOHN RICHBOURG, announcer of WLAC Nashville, has been inducted into the Navy. New WLAC announcer is Alan Jasper, formerly of WMEX Boston. Additions to the WLAC writing staff include Irene Dale, formerly of the continuity department of KSD St. Louis, and Marion Benford, new to radio.

HARRY RENFRO, public relations director of KXOK St. Louis, who has been with the station since it went on the air in 1938, has been inducted into the Navy. He is replaced by Neil Norman, program director of WIL St. Louis. KXOK announcer John Corrigan has been inducted into the Army and is replaced by Jack Bennett, formerly of KARK Little Rock, Ark.

BOB BERRY, formerly in the Merchant Marines and new to radio, has joined the announcing staff of KIRO Seattle. Helen Stryker Kimball has rejoined KIRO as writer and producer.

CORP. HARRY C. LYTLE Jr., former program director of WMAN Mansfield, Ohio, for more than a year with the 351st Engineers Regiment in England, has been transferred to the American Forces Network in London.

GENERAL TELEVISION CORP.

70 Brookline Ave.

Boston, Massachusetts

First in Television Development

in

NEW ENGLAND

Thompson L. Guernsey, President

Year after year Presto has supplied more discs to broadcasting stations than any other single manufacturer.

There's a Reason! Broadcast Engineers are the most critical of all listeners. It is their business to spot the slightest trace of noise or distortion in musical reproduction. The clean, crisp, "surface free" wide range response of Presto Recordings is music to their ears . . . and yours, too.
It's no wonder that year after year they choose—

Presto Recording Corporation, New York 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

CONSTANTIN BAKALEINIKOFF, RKO musical director, has been signed musical director on weekly NBC *Date with Judy* with April 18 broadcast. He replaces Thomas Peluso, network Western division musical director.

JACK McELROY, announcer of KFWB Hollywood, has been inducted into the Army.

ARTHUR H. ROBERTS, formerly with WCOS Columbia, S. C., has joined the announcing staff of KIDO Boise, Ida.

EDWARD R. PLACE, former assistant to the director general of the WPB War Production Drive, has joined the RCA department of information.

ROGER PAGE is a new member of the announcing staff of WDAY Fargo, N. D. Gil Swenson has been named assistant news editor.

BUD MITCHELL, WJR Detroit director of operations, has been elected president of the New Center Exchange Club.

LUTHER NEWBY, announcer of KGFJ Los Angeles, has joined KFAC Los Angeles in a similar capacity.

Cage Caller

ANNOUNCING 33 basketball games in seven days is the claim to fame of Pat O'Halloran, general manger of KPOW Powell, Wyo., when he single-handed aired 26 games during the Big Horn Basis tournament held in Cody, March 2-4, starting as early as 9:30 a.m. with time-off for meals. He then continued with the broadcast of the State tournament at Laramie, bringing his total for the period to 33 games.

MARVIN ELLIN, formerly announcer of WKBO Harrisburg who has received a medical discharge from the Army Air Corps, has joined WAAT Newark, N. J., as announcer.

WILMER SARGENT CLARK, formerly of WMCA New York, WOOD Grand Rapids, and more recently in the station representative field, has joined the New York office of Burn-Smith Co., station representative.

JOHN R. NEWHOUSE, former announcer of WFIL Philadelphia, and more recently program director of WSRR Stamford, Conn., has joined the announcing staff of WOR New York.

CHARLES P. SHOFFNER, farm program director of WCAU Philadelphia, marked his 21st year in radio with a special birthday program on April 13. A director of the Farm Broadcasters Association, Mr. Shoffner conducted his first broadcast on April 11, 1923, on WOO, one of Philadelphia's early radio stations, and has been with WCAU for the past 18 years.

STANLEY BUSH, formerly of WAYS Charlotte, N. C., and WINN Louisville, has joined the announcing staff of WSGN Birmingham, Ala.

FAIR TAYLOR, publicity-promotion director of Don Lee Broadcasting System, Hollywood, currently is conferring for three weeks with MBS New York and Chicago executives on network promotion plans.

GEORGIA FULLER, formerly with NBC's International Division, has been put in charge of auditions and casting for the network in New York, succeeding Patricia Chose, resigned.

SING A SONG for station breaks, explains Lee Little (left) general manager of KTUC Tucson, to Wayne Sanders, station program manager, as the pair discuss merits of recorded song-jingle announcements for broadcasting.

PEN BROWN, announcer with WORL Boston, has left the station to join the American Field Service overseas.

SYLVIA BENNETT, scriptwriter at WNAC Boston, has announced her engagement to 1st Lt. James W. Winton.

ELINOR MIRABELL, announcer at WICA Ashtabula, Ohio, has been married to Robert Lowther of Pittsburgh.

CHARLES NUZMAN, announcer of WWVA Wheeling, W. Va., has been inducted into the Navy. His brother, Bill Nuzman, a sophomore in a Bridgeport, Ohio, high school, has joined the station as parttime announcer. Don Meeks, former WWVA announcer, has been inducted into the Army.

DORIS ALCOCK, of the Blue's program information division, on April 6 was married to Lt. Bernard Curtis Ramey, U. S. Army.

JAMES P. LAPPIN, formerly in NBC's traffic department, has joined the station relations department of Keystone Broadcasting System, New York.

DAVID FINIS, formerly of Baron Associates, New York, publicity firm, has joined Radio Reports, New York, radio monitors, as a member of the night editorial staff. Lewette Pollock, newspaper woman, has been added to the night monitoring staff.

HELENE PURTELL, of the program department of WCAU Philadelphia, is to be married to Lt. Robert McIntyre April 22 in New Orleans.

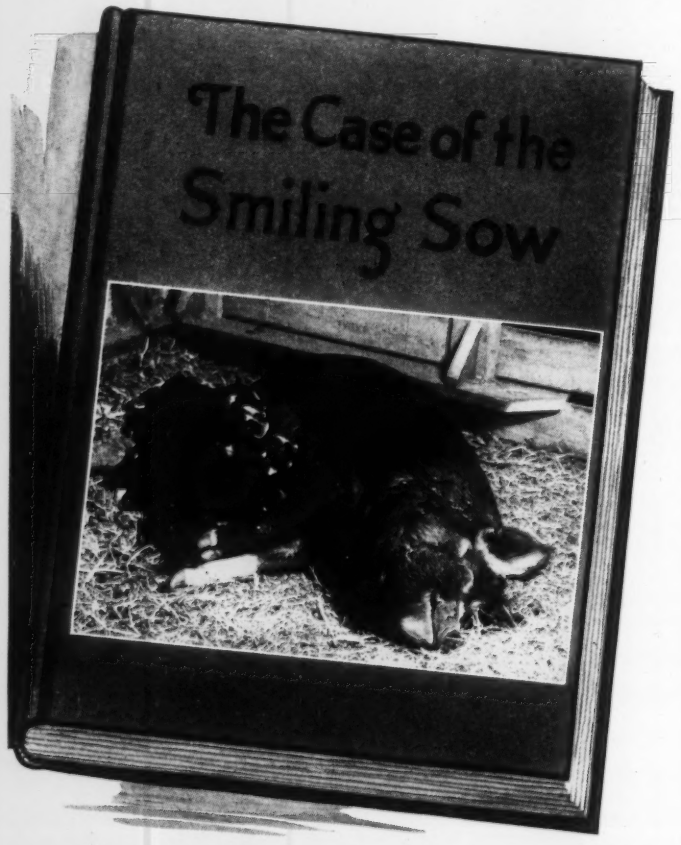
R. J. TATE, chief engineer of CFAR Flin Flon, Manitoba, has joined CFJC Kamloops, B. C., as chief engineer.

BOB KENT, former announcer for WMVA Martinsville, W. Va., has joined the staff of WHIS Bluefield, W. Va.

TED MALONE, who has conducted *Between the Book-Ends* on the Blue Network since 1936, has been accredited to the European theatre of operations as Blue commentator-correspondent. He leaves shortly to join the network's London news staff.

ROBERTA DUFTON, Mutual personnel director and assistant to Miller McClintock, MBS president, has returned from a trip to Mexico.

PAUL KENNEDY, formerly publicity liaison between radio and press in the New York office of the Coordinator of Inter-American Affairs, joins the *N. Y. Times*, Monday, April 17, as a movie critic. John P. Lee, who heads the CIAA New York press division, has taken over press-radio contacts until a replacement is made.



Chapter XXII

"What you should have done", said the Inspector, "was to look at this picture through a farmer's *eyes. A farmer would note the breed, size and health of the litter . . . figure the cost of feed, vaccine, etc., necessary to raise the pigs to marketable size. You missed these everyday farm angles. That's why I say that most prob'ems are 90% solved the minute you get the other fellow's point of view."*

Because WIBW has the farmer's point of view . . . speaks his language . . . enjoys his confidence, we've solved some mighty tough sales problems throughout Kansas and adjoining states. We're certain we can help you. Our experience of the past two decades is yours for the asking. Get in touch with us.

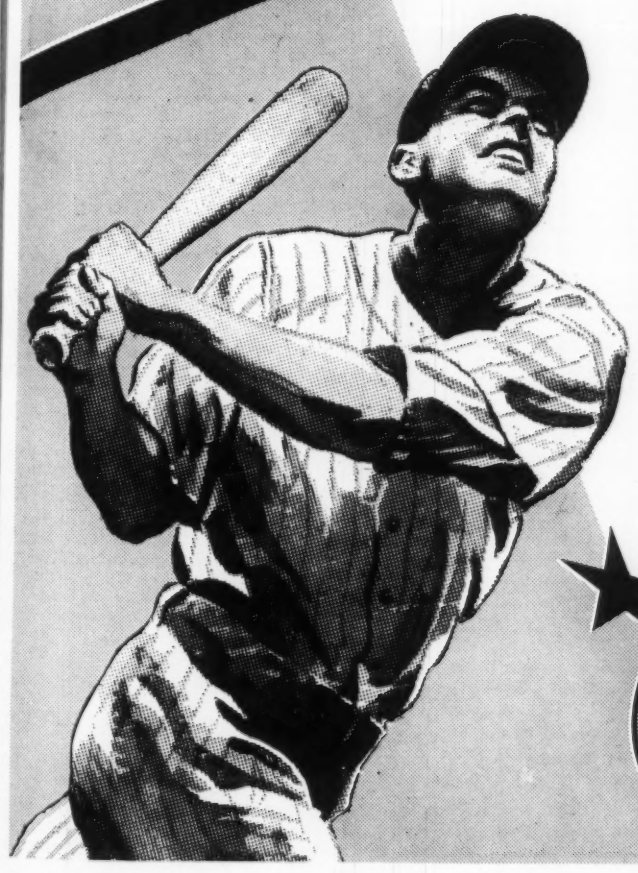
WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

WIBG "Plays Ball"

TOMORROW—WHEN THE UMPIRE SHOUTS "PLAY BALL" AT SHIBE PARK—WIBG BEGINS ITS THIRD SUCCESSIVE YEAR OF BROADCASTING ALL HOME GAMES OF THE ATHLETICS AND THE PHILLIES UNDER THE SPONSORSHIP OF THE ATLANTIC REFINING COMPANY.

BUT—WIBG really "Plays Ball" all year 'round, in more ways than one. As Philadelphia's "sports-minded" station, WIBG broadcasts not only big-league baseball, but also play-by-play collegiate and professional football, collegiate, professional and scholastic basketball and top-flight sports news every day of the year.

WIBG plays ball with advertisers, too—giving them the kind of cooperation and program service that spells successful campaigns. That's why Philadelphia's Most Powerful Independent Station is also Philadelphia's Best Radio Buy!



Philadelphia's Baseball Station

WIBG

10,000 WATTS • 990 KILOCYCLES

SPOT SALES, INC.
NATIONAL REPRESENTATIVES

...and a Housewife in Green Bay, Wisconsin, Served a Better Supper That Night!

Five days a week Beulah Karney speaks to the women listeners of WENR and helps them plan their meals in these crucial times when women want to learn how to set a good table with the least expenditure of points and dollars.

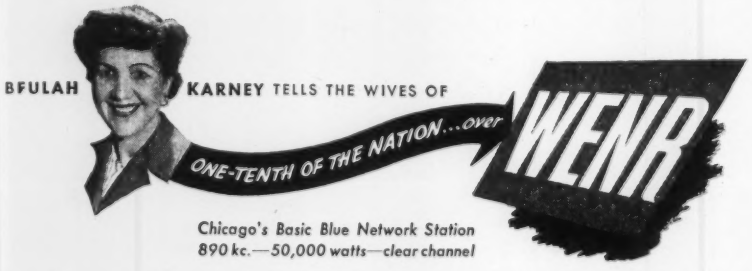
She is a Home Economist in the true sense of the word—and true to the instincts of America's housewives *they* listen to her.

That is important.

But still more important is the distance her voice travels when she steps to the WENR microphone, sometimes erroneously considered only a "Chicago station."

Beulah Karney's voice comes clearly to women from the top of Wisconsin to Terre Haute, Indiana, and beyond. She's heard in most of Illinois and Wisconsin and at least half of Indiana and Michigan.

Or, if you want it another way—13,000,000 Americans are within the range of her voice—and that's one-tenth of a nation. It's the second richest market in the world and what's more, probably the most susceptible to change of *any* market.



Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

BELATED ANSWER

Radio Should Determine Who's Attacked, Says Wheeler

WHEN Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814), appeared April 6 on George V. Denny's *Town Meeting of the Air* from Cincinnati, he left one question unanswered.

During the question portion of the broadcast, after Sen. Wheeler had advocated legislation providing for "equal time" on the air for persons whom commentators had "attacked" or "lied about", a spectator asked: "Who would determine whether a person should be entitled to equal time?". Sen. Wheeler started an explanation but before he answered the question the forum was on another subject.

Back in Washington last week the Montanan said: "I'd like to answer that question. I intended to say the broadcasters—that is the radio stations themselves—should have the responsibility. Of course if they didn't see fit to give time to a person who had been attacked by a commentator, then the FCC should have the authority, but I'd rather leave it up to the broadcasters. I don't want Government control of radio or any other business."

WCOV Wins Appeal

THE POSITION of Capital Broadcasting Co., owners of WCOV Montgomery, Ala., that it should not be required to employ technicians for the operation of its studio control boards was upheld in a recent arbitration award. The ruling concerned a petition of the IBEW local to have technicians perform all work boards or to require announcers in connection with studio control and control board operators (not being technicians within the meaning of the contract) to become members of the union.

New Radio Log Rate

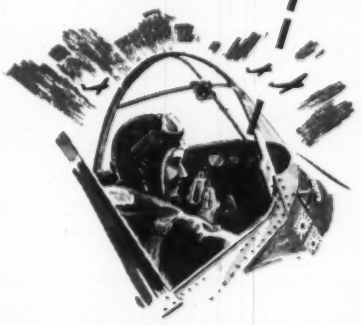
SPECIAL LINE rate for advertising listing in its daily radio log time table has been set up by the Philadelphia *Evening Bulletin* effective May 1. Acceptance of radio listings as advertisements was tried with success the past month and the new rate is in accord with the newspaper's new general display advertising rate, increasing charges from 75 cents to 85 cents per agate line. The new rate includes radio display advertising.

Crane Joins Avia

MANUFACTURERS of radio and aircraft equipment, Lear Avia Inc., Piqua, O. and Grand Rapids, Mich., has appointed Elmer R. Crane, Washington, as general manager of the company's radio division in Grand Rapids, according to William P. Lear, company president. Mr. Crane was 18 years with General Electric and two years in Washington with the Radio & Radar Division of the WPB.

LICENSE has been issued by the Dept. of Transport, Radio Branch, Ottawa, to the Standard Free Holder, Cornwall, Ont., to operate a 250 w station on 1230 kc.

INSPECTION



★ ★ ★

Federal is a leading manufacturer of aerial navigation, broadcast and general communications equipment. Its outstanding contributions through the years have made the name Federal synonymous with radio development and progress.

Key to the excellence of Federal Crystals is intensive, step-by-step inspection, geared to strict production tolerances.

And behind this painstaking process are world famous engineers, skilled technicians, highly developed precision machinery.

As a result, Federal has earned a reputation for crystals of the highest standard—crystals which are today filling a vital role in wartime radio.

Remember, Federal's comprehensive facilities can fill any crystal need . . . from the lowest frequency bar to the highest oscillator plate.

And with every crystal goes the Federal stamp of approval, an assurance of uniform performance under the most difficult operational conditions.

When it's crystals you want—call Federal.

Federal Telephone and Radio Corporation

An IT&T Associate

Newark 1, N. J.

Agencies

IRVING ABRAMSON has joined the creative staff of Henry J. Kaufman Adv., Washington, D. C. He formerly was with the Hecht Co., Washington department store, as divisional advertising manager and assistant merchandise manager of men's wear.

WILSON SHELTON, formerly of BBDO, Minneapolis and the Biow Co., New York; Harry Dodsworth, formerly of Ruthrauff & Ryan, New York; and William Tyler, formerly of Foote, Cone & Belding, New York, have joined the New York office of Kenyon & Eckhardt.

DONALD STAUFFER, vice-president and director of radio for Ruthrauff & Ryan, New York, left April 11 for a three-week business trip to the west coast.

FRANK BROMBERG, formerly radio director and timebuyer of Diener & Dorksind, New York, has joined Hal A. Salzman Associates, New York as an account executive.

LOUIS G. SHIELDS, former account executive for J. Walter Thompson Co., New York, has joined Ruthrauff & Ryan, New York, as account executive for Tumbo Pudding, product of Taylor-Reed Corp., Mamaroneck, New York and Cafe Melo, new product of G. Washington Coffee Refining Co., Morris Plains, N. J.

DELL PETERS, who heads his own talent management and production firm in New York, has been named New York representative of Henri, Hurst & McDonald Inc., Chicago. He will continue his own management operations as a separate activity.

ROBERT L. PERRY, formerly business and automotive editor of the *Detroit Free Press*, joins Ruthrauff & Ryan, Detroit, April 24 as assistant to Matthew J. Casey, vice-president and manager.

C. JAMES FLEMING, assistant account executive of Pedlar, Ryan & Lusk, New York, has resigned.

CAROL IRWIN, former account executive of Young & Rubicam, New York, has reassumed directorship of daytime radio for the agency. She held the position before becoming account executive. Miss Irwin replaces Woody Klose, resigned.

Underwood Named V-P

CECIL P. UNDERWOOD, who continues as West Coast manager of Needham, Louis & Brorby, has been named vice-president of the advertising agency, it was announced last week. Mr. Underwood, who has been in radio for the past 19 years, is radio producer of the agency's *Fibber McGee & Molly* and *The Great Gildersleeve*. He joined the agency in 1937 after serving many years as anouncer, station manager and program director for NBC.

Mr. Underwood

HARRY T. BREEDING, formerly of N. W. Ayer & Son, and Aitkin-Kynett Co., Philadelphia, has joined the New York office of Ivey & Ellington as vice-president and account executive.

MAXINE ANDERSON has been promoted to Hollywood office manager of The Biow Co., and also assistant to Cal Kuhl, executive producer. She assumes duties formerly handled by John Rider, now in armed forces radio services.

HARRY N. BLAIR has opened a branch of his New York publicity service at 1680 N. Vine Street, Hollywood, and is specializing in radio accounts.

HAAN J. TYLER, for approximately two years account executive of KFI-KECA Los Angeles, has resigned to join Smith & Bull Adv. as general manager

C. H. CODDINGTON, radio director of Erwin Wasey & Co., has returned to New York following Los Angeles conferences with H. A. Stebbins, Pacific Coast executive vice-president.

ANTON (Tony) HARDT, assistant producer of Young & Rubicam Inc. on NBC *Time To Smile*, currently is in Chicago to make advance arrangements for special broadcast of that program from Great Lakes Training Station on April 19. He will confer with New York home office executives before returning to Hollywood in late May.

CRAIG MAUDSLEY, formerly general manager of WAIT Chicago, will become manager of the West Coast office of Dancer-Fitzgerald-Sample with the present Los Angeles D-F-S manager, James West, transferring to the advertising company's Chicago office May 15.

GEORGE C. DOHERTY has joined the staff of Baldwin & Strachan, Buffalo, as account executive and public relations counselor.

HARRY WOODWORTH, formerly in the radio research department of BBDO Minneapolis, has joined the New York office of the agency in the same capacity. He replaces Joseph Stone, resigned. Richard Diggs, former freelance scriptwriter, has joined the New York office.

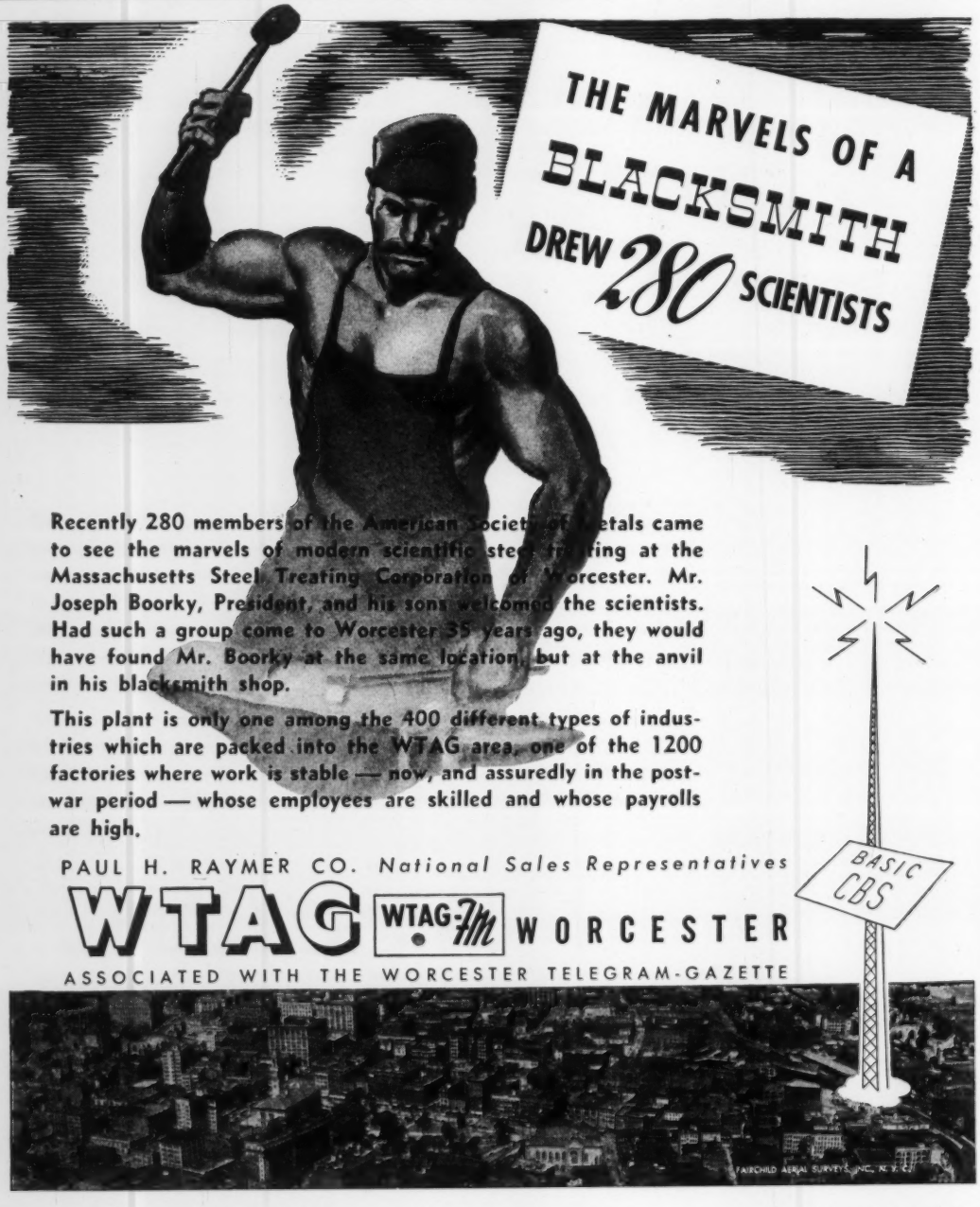
ROSS POTTER, formerly account executive of Young & Rubicam, New York, has joined Sherman K. Ellis & Co., New York, as account executive.

LEON W. GIELLERUP, formerly in the copywriting department of William Esty & Co., New York, has joined the copywriting staff of Ivey & Ellington, New York.

H. E. LEHMAN, media director of Ferry-Hanly Co., New York, has been elected to the board of directors. He also is secretary and treasurer.

ROBERT McDONALD HIXSON, president of Hixson-O'Donnell Adv. Inc., has been appointed a Los Angeles civil service commissioner by Mayor Fletcher Bowron.

KARL A. REMBE, formerly a member of the WIND Chicago sales staff, has been appointed account executive with Campbell-Ewald Co., Chicago.



Recently 280 members of the American Society of Metals came to see the marvels of modern scientific steel treating at the Massachusetts Steel Treating Corporation of Worcester. Mr. Joseph Boorky, President, and his sons welcomed the scientists. Had such a group come to Worcester 35 years ago, they would have found Mr. Boorky at the same location, but at the anvil in his blacksmith shop.

This plant is only one among the 400 different types of industries which are packed into the WTAG area, one of the 1200 factories where work is stable — now, and assuredly in the post-war period — whose employees are skilled and whose payrolls are high.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

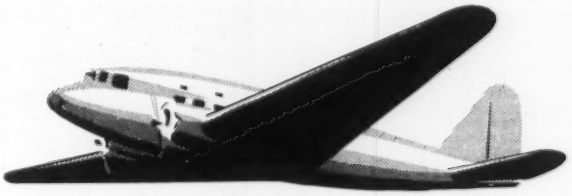
ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

SAN ANTONIO

Today—A GREAT AIR CENTER

Tomorrow—AIR GATEWAY TO LATIN AMERICA



Recent announcements that the army is to make San Antonio the nation's largest air center means increased aviation activities, personnel, and facilities for a city that is already more than air-minded.

Already, San Antonio is at work developing to the fullest extent its tremendous potentialities as "Air Center of the Hemisphere" in the post-war air world.

It's strategic location and ideal flying weather give San Antonio a commanding position as the Air Gateway to Latin America.

To reach this great air-minded, aware-of-tomorrow market use the radio station that is tuned to its tastes and needs. KTSA is a FULL SCHEDULE CBS station that has won its spurs corraling record audiences in the Great Southwest . . . and is now ready to pilot your program to new successes in the air-world of tomorrow that is taking shape in San Antonio, today.

NATIONALLY REPRESENTED
BY JOHN BLAIR & CO.

550 ON YOUR DIAL

KTSA

SAN ANTONIO

MEMBER: Taylor-Howe-Snowden GROUP
KGNC AMARILLO KFYO LUBBOCK

COMPRISING:
KRGV WESLACO

CENTRAL SALES OFFICE
805-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS

KEN L. SIBSON, General Sales Manager
TEL. RIVERSIDE 5663

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WKZO Grand Rapids-Kalamazoo

American Chicle Co., Long Island City (Beeman's Pepsin Gum), 3 *ta* weekly, 13 weeks, thru Grant Adv., N. Y.
Borden's Poultry Food, New York (livestock and poultry prescriptions), 5 *ta* weekly, 13 weeks, thru Campbell-Sanford, N. Y.
Casite Corp., Hastings, Mich. (auto lubricant), 6 *ta* weekly, 5 weeks, thru Keeling & Co., Indianapolis.
Ex-Lax Inc, Brooklyn, 3 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Kasco Mills, Waverly, N. Y. (dog food), 3 *ta* weekly, 16 weeks, direct.
Luden's Inc., Reading, Pa. (cough drops), 3 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Michigan Bell Telephone Co., Detroit, 14 *ta* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.
Northrup, King & Co., Minneapolis (seeds), 6 *sa* weekly, 6 weeks, thru Olmsted & Foley, Minneapolis.
Standard Brands, New York (Stan-B vitamins), 5 *ta* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Vitality Mills, Chicago (Vita-Fier), 6 *ta* weekly, thru Cole & Co., Memphis.

KTKN Ketchikan, Alaska

Standard Oil Co. of Cal., San Francisco, *ne* daily, 52 weeks, thru BBDO, San Francisco.
Bayer Co., New York, *sa*, *sp*, 52 weeks thru Dancer-Fitzgerald-Sample, Chicago.
Kraft Cheese Co., Chicago, *sa*, *sp*, 52 weeks, thru J. Walter Thompson Co., Chicago.
National Lead Co., New York, 6 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.
Avoset Inc., San Francisco, 5 *sa* weekly, 13 weeks, thru Botsford, Constantine & Gardner, San Francisco.

WENR Chicago

Goldenrod Ice Cream Co., Chicago (ice cream), *sa* weekly, 39 weeks, thru Goodkind, Joice & Morgan, Chicago.
Mason, Au Magenheimer Confectionery Mfg. Co., Brooklyn (Dots & Black Crow candies), 6 *sa* weekly, 52 weeks, thru John H. Owen Inc., Brooklyn.
Westinghouse Electric Co., Pittsburgh, 2 *sa* weekly, thru McCann-Erickson, N. Y.

WOV New York

Southern Cotton Oil Co., New Orleans (Tavol), 15 *sp*, thru Duane Jones Co., N. Y.
Consolidated Drug Co., Chicago (Kranks Shave Kream), 78 *sp*, thru Arthur Meyerhoff & Co., Chicago.
Bisceglia Bros. Corp., Philadelphia (wines), 6816 *ne*, thru Pettinella Adv. Co., New York.
Clean-O-Chemical, New York (cleaner), 156 *sp*, direct.
Andy Lotshaw Co., Chicago (Gorjus Hand Lotion), 78 *sp*, thru Arthur Meyerhoff & Co., Chicago.
Mystic Products, Chicago (games), 104 *sp*, thru Fremont Adv. Co., Chicago.
Roma Wine Co., New York (wines), 312 *ne*, thru Biow Co., New York.
Paramount Hosiery Co., St. Louis, 156 *sp*, thru Shaffer-Brennan-Margulis Adv. Co., St Louis.
Atlantic Macaroni Co., New York, 312 *sa*, thru Pettinella Adv. Co., New York.
Roman Macaroni Co., New York, 312 *sp*, thru Van Dolen, Givaudan & Masseck, New York.

KYW Philadelphia

Richard Hudnut Inc., New York (toilet goods), 6 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Keystone Macaroni Co., Lebanon, Pa. (San Georgio Macaroni), 2 *sa* weekly, 39 weeks, thru James G. Lamb, Philadelphia.
Gimbel Bros., Philadelphia (department store), 6 *sa* weekly, 13 weeks, direct.
P. Duff & Sons, Pittsburgh, Pa. (Duff's Mixes), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell, Pittsburgh, Pa.
International Shoe Co., St. Louis (Conformal Footwear Division), 3 *sa* weekly, 26 weeks, thru Guilford Adv., N. Y.

KMPC Beverly Hills, Cal.

Foreman & Clark, Los Angeles (chain clothiers), 26 *sa*, thru Botsford, Constantine & Gardner, San Francisco.
H. J. Heinz Co., Pittsburgh (Swerl soap), 5 *sp* weekly, 52 weeks, thru Maxon Inc., Detroit.
Golden West Products, Los Angeles (peanut butter), 2 *sp* weekly, 52 weeks, thru Brooks Adv., Los Angeles.
Loma Linda Food Co, Arlington, Cal. (Gluten steaks), 3 *sp* weekly, 13 weeks, thru Gerth-Pacific Adv., Los Angeles.
Southern Pacific Co., San Francisco (employment), 10 *sa* weekly, 13 weeks, thru Foote, Cone & Belding, San Francisco.

KHJ Hollywood

Packard Bell Co., Los Angeles (radios, equipment), 2 *ta* weekly, 13 weeks, thru Barton A. Stebbins Adv., Los Angeles.
Golden West Products, Los Angeles (peanut butter), 2 *sa* weekly, 52 weeks, thru Brooks Adv., Los Angeles.

WHO Des Moines

Old Ben Coal Corp., Chicago, 5 *t* weekly, 26 weeks, thru J. R. Hamilton Adv. Agency, Chicago.
Columbia Pictures, New York, 18 *ta* weekly, thru Weiss & Geller, N. Y.
Morton Salt Co., Chicago, 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 2 *ta* weekly, thru Dancer-Fitzgerald-Sample, Chicago.
Parr Vitamin Co., Chicago (first aid kit), *t* weekly, thru O'Neil, Larson & McMahon, Chicago.
Penn Tobacco, Wilkes-Barre, Pa. (Juleps & Kentucky Club), 3 *ne* weekly, 52 weeks, thru H. M. Kiesewetter Inc., N. Y.
Alaska Life Publishing Co., Seattle, (Alaska Cavalcade), 6 *t* weekly, thru Northwest Radio Adv., Seattle.

KMO Tacoma, Wash.

Gill Bros. Seed Co., Portland, *sp* weekly, thru W. S. Kirkpatrick Adv., Portland
Cammarano Brothers, Tacoma (soft drinks), 3 *sp* weekly, 26 weeks, thru Condon Co., Tacoma.
Bekins Moving & Storage Co., Los Angeles (moving, storage), 6 *sa* weekly, 52 weeks, thru Brooks Adv., Los Angeles.
Murine Co., Chicago, 3 *sa* weekly, 13 weeks, thru BBDO, Chicago.
Brown & Haley, Tacoma (candy, 6 *sa* weekly, 52 weeks, thru Erwin, Wasey & Co., Seattle.

WABC New York

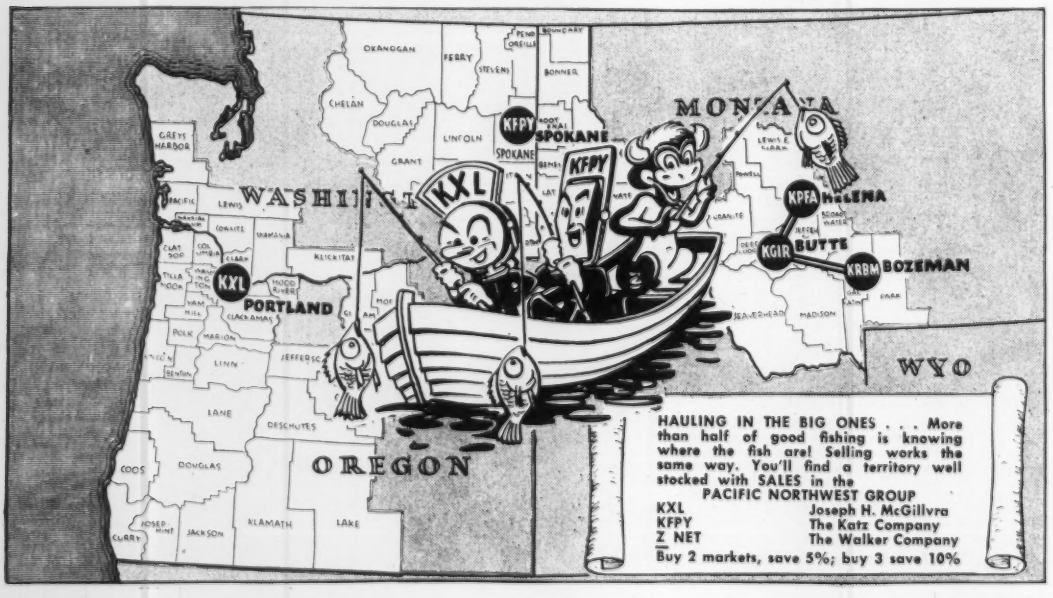
20th Century Fox Film Corp., New York, weekly *ne*, thru Kayton-Spiero Co, N. Y.
Centaur Co., New York (ZBT Baby Powder), 2 *sa* weekly, thru Pedlar, Ryan & Lusk, N. Y.
Spratt's Patent (America) Ltd., Newark, N. J. (Spratt's Dog Food), 5 *sa* weekly, thru Paris & Peart, N. Y.
Penick & Ford, New York (My-T-Fine Desserts), 5 *sa* weekly, thru BBDO, N. Y.
Ringling Bros., Barnum & Bailey Combined Shows, Sarasota, Fla., 3 *sa* weekly, thru Caples Co., N. Y.

KROW Oakland, Cal.

Western Auto Supply Co., Los Angeles (auto supplies), *sa*, 52 weeks, thru BBDO Los Angeles.
Bond Stores, New York (men's clothier chain), 3 *ne* weekly, 52 weeks, thru Neff-Rogow, N. Y.

KECA Los Angeles

Fitzpatrick Bros., Chicago (Kitchen Klenzer), 3 *ta* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.



COMMERCIALS FIGHT CHILD DELINQUENCY

IN COMMERCIAL as well as sustaining radio, there is a growing tendency to bring juvenile delinquency to the fore. Nehi Corp., Columbus, Ga. through its spot schedule for Royal Crown Cola is offering teen-age children and their parents a booklet "How to Organize and Operate a Teen-Age Night Club." Firm may follow through in suggestions for maintaining the "nightclubs" after the booklet offer is withdrawn May 6. Nehi's schedule consists of 2,000 transcribed chain breaks and spot announcements weekly on 300 stations.

Allied Liquor Industries, New York, last month started a campaign to off-set the belief that tavern owners contribute to juvenile delinquency by serving minors liquor [BROADCASTING, March 27]. Local spot announcements have been offered taverns.

NBC's documentary series, *Here's to Youth*, which started Jan. 15, also deals with child problems and has been extended for an additional five weeks beyond the original 13 broadcasts. Added broadcasts, which began April 15, originating from five different cities, show how each has developed an answer to the problems presented on the series. *Here's to Youth* is presented in cooperation with 10 voluntary national youth organizations.

N. Y. Relief Fund

TIED IN with the annual campaign to raise money for social agencies through the Greater New York Fund, some 20 New York and New Jersey stations will receive quantities of broadcast material representing the efforts of outstanding talent in radio, music and other fields. Records are supplied at cost by WOR recording studios, NBC Radio-Recording division and Columbia Recording Corp. All radio activities are under the direction of Bob Novak, with Young & Rubicam, New York. The Fund hopes to have several major variety one-time shows and a series of 15-minute talks on WABC New York, in addition to tie-ins on regular programs throughout the drive April 18-June 7.

Ring Firm Records

MANUFACTURERS of Keepsake Diamond Rings, have initiated a series of 25 five-minute musical programs, and 25 one-minute spot announcements, made by WSYR Syracuse. The first disc of the series contains a five-minute presentation talk, the first three shows, and four of the announcements. The audition disc is available to stations located in cities in which there are authorized Keepsake Jewelers, by writing to the A. H. Pond Co., 214 S. Warren St., Syracuse 2, N. Y.

SESAC announced that the Firm Foundation Publishing House, Austin, and the Sacred Music Foundation, Los Angeles, both gospel music publishers, are now affiliated with SESAC and their catalogs available to SESAC licensees.

CLEVELAND PLAIN DEALER, SUNDAY, MARCH 26, 1944

Serious Music and Variety Lead Week-Day Day Choices

By Robert S. Stephan
Radio Editor, Plain Dealer

QUERY RESULTS—You would be surprised what trends you can discover by just asking two questions. Two weeks ago, I inserted a query blank into the radio page of the Sunday Plain Dealer. I was curious to discover, if possible, some idea concerning the dialers' preference in daytime listening Mondays through Fridays. I was aware this would narrow down the potential readers who might be interested since the better known radio shows come in the evening hours and over the week ends.

Other factors entered in, also, to make this a difficult task. The effort wasn't exactly a survey. The request was made on one Sunday only. There were no prizes either for programs or for the readers. A reader simply had to be interested enough in radio at this particular time on the schedule to cut out the query blank, fill it in and mail it back to the Plain Dealer. All of which is a fairly large-sized hurdle with which to make a start.

Even so, the filled in queries came back promptly. They came from 65 cities and villages in Ohio including Cleveland and from three cities in Pennsylvania, 68 localities in all.

WHAT REPLIES REVEAL—When I had tabulated all the blanks, I discovered that 85 per cent of them had been mailed by women. That would seem to indicate that [illegible] various shift-[illegible] work that [illegible] weekday [illegible] broadcasts at [illegible] men at home.

CHOICE OF PROGRAM TYP[illegible]—In reply to preference in typ[illegible] of program choices for the Monda[illegible] through Friday daytime listening [illegible] came up with these interesting per[illegible] centages:

Serious Music	26 per cent
Variety Music	25 per cent
Pop Music	14 per cent
News	13 per cent
Serial Drama	5 per cent
Straight Drama	5 per cent
Varied Music	4 per cent

The remaining 8 per cent of the replies were divided four ways between straight comedy, organ music, household hints and straight hymn programs.

These percentages reveal some interesting things. Serious music, for example leads the choices. Yet broadcasters offer precious little of it during the Monday through Friday daytime periods. Apparently there is little to choose in format between straight and serial drama. And the two stand fifth and sixth in choice ratings. The fact that serious music, variety and pop music run ahead of news broadcasts indicates that during these hours the feminine dialer in the home is mostly interested in being entertained. In a few votes received from male listeners, news broadcasts were the top choices. Letters which were received, also with many of the query blanks, went on to explain why women [illegible] hours preferred music [illegible] variety to the story dramas. The chief explanation was that they were too busy to sit and concentrate on their radio during this time. They much preferred broadcasts to which they could listen while moving about doing their work in the home.

I also found this a point of interest in reading over letters of dialers preferring serial dramas. Most of these writers were all out for the serials. That is, if they voted for the serial dramas, they usually went on to explain that they listened to not one but to many of them and that they had followed them for some time. I hope, in a future column, to print excerpts from some of the interesting letters received in connection with the query blanks.

FAVORITES WIDESPREAD—When asked to name their favorite broadcast in the Monday through Friday dytime hours the choice was amazingly widespread. I counted 51 different broadcasts of which 13 were serial dramas. Breakfast at Sardi's revealed the top following in these hours followed by Breakfast Club. Vic and Sade and Bachelor's Children came up with enough votes to indicate good followings. Lowell Thomas, Baukhage and Cedric Foster were the news choices of note. Music for Ohio was a favorite. And a Canadian broadcast called Happy Gang seems to have captured milady's fancy.

Well, I want to thank personally all the readers who joined my little "informal information party." It may be of interest, too, that only a very, very few strayed from the Monday through Friday daytime periods to send in a preferred night time broadcast. This proves you read carefully.

I shall pass these informal findings along to the networks and agencies for they will be interested also.

You may be curious to know from where the query blanks came. Upon the writing of this column I had received them from:

[illegible]—Cleveland, Lancaster, Euclid, Olmsted Falls, Akron, Kent, Garfield Heights, Cliffs, Cleveland Heights, East Cleveland, Shaker Heights, Parma, Maple Heights, Lakewood, Canton, Chagrin Falls, Painesville, Bellevue, Elyria, Cuyahoga Falls, Lorain, Salem, Ashland, Berea, Norwalk, Rocky River, Hiram, Fairview Village, Brunswick, Mentor, Brooklyn, Oberlin, Vermilion, Homerville, Fredericktown, Peninsula, Garrettsville, Columbiana, Jefferson, Wellington, Alliance, McComb, Findlay, Youngstown, Massillon, Geauga Lake, Massillon, Pennsylvania—Warren, Erie, Greenville.

JEAN SINCERE NAN WYNN

JEAN SINCERE will be one of the "blind dates" for a lucky serviceman on "Blind Date" tomorrow night at 7:30 (WJW). . . . NAN WYNN sings on Lower Basin Street at 9:15 tonight (WJW).

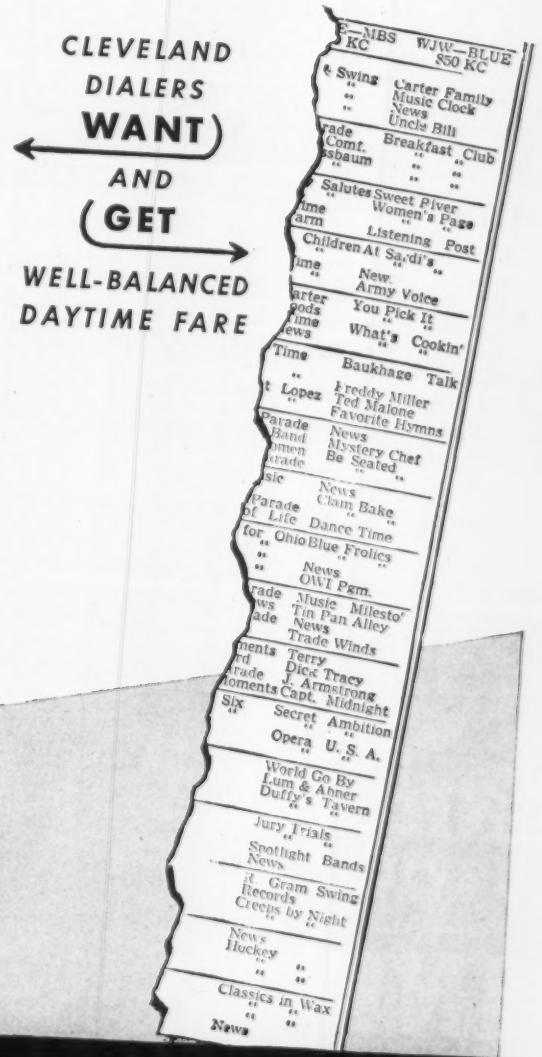
Winston Churchill

Prime Minister Winston Churchill will be addressing the people of Great Britain at 3 this afternoon. Stations WTAM, WHK, WGAR and WJW will carry the broadcast.

[illegible] tent to take the customary flashlight still pictures of nature's night life. He wanted action, too. So he rigged up a brace which holds a light and reflector on each shoulder and one over his head. Power is furnished through a 250-foot cable connected with a generator. The long cable enables the photographer to m[illegible]

WJW delivers daytime preference

CLEVELAND DIALERS WANT AND GET WELL-BALANCED DAYTIME FARE



WJW 850

BASIC Blue Network CLEVELAND, O.

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

"Plug" Kendrick says:

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Radio Advertisers

S. A. SCHONBRUNN Co., New York, has replaced its singing commercials on WQXR New York with live copy for Savarin coffee. Under a new station ruling all singing commercials are to be banned at the expiration of contracts. Schonbrunn cut out the transcribed jingles almost immediately, without waiting for the deadline. Agency is Roy S. Durstine Inc., New York.

HY-TROUS Co. of California, Los Angeles (liquor fertilizer), in an eight-week campaign which started April 10 is using from two to four live spot announcements weekly on KOL KOIN KOA. Other stations will be added. Agency is Elwood J. Robinson Adv., Los Angeles.

NATIONAL NEEDLECRAFT Bureau, New York, has placed its account with Kenyon & Eckhardt, New York. Plans are said to include radio.

CLINTON WATCH Co., Chicago (Clinton Watches), early in March began sponsorship of a series of chain breaks and spot announcements on WCFL and WGN Chicago. Contract is for 26 weeks. Agency is Malcolm-Howard Adv., Chicago.

WARD BAKING Co., Chicago, beginning April 18 will sponsor a quarter-hour morning news program with John Holbrook as commentator on WGN Chicago., Tuesdays, Thursdays and Saturdays. Contract is for 52 weeks. Agency is J. Walter Thompson, Chicago.

TWIN CITY SHELLAC Co., New York, has appointed Hal A. Salzman Associates, New York, to handle advertising for Dan-Dee floor polish and wax. Now using spots on WHN New York, company will expand promotion in radio and other media as soon as packaging and other materials can be obtained in sufficient quantity.

Radio's to Blame

SAWYER BISCUIT Co., Chicago, sponsors of *Rhymster Time*, WLS Chicago, five-weekly quarter-hour program for three years, has canceled the program featuring Eddie and Fanny Cavanaugh because the manufacturer was unable to meet the public demand for the product. Format called for listeners to send in box-tops and rhyming letters which won prizes when they stumped the talent. Agency is George H. Hartman Co., Chicago.

ACME BREWING Co., and Young's Market Co., Los Angeles (Dr. Pepper), on April 8 started co-sponsoring daily two-hour description of home baseball games of Los Angeles and Hollywood Stars on KMPC Hollywood. Contract is for 24 weeks. Brisacher, Van Norden & Staff, Los Angeles, services the beer account.

SUPERIOR OPTICAL Co., Los Angeles (Zenith hearing aids), placing direct on April 15 started sponsoring a weekly 30 minute recorded musical program on KMPC Hollywood. Contract is for 52 weeks.

HUDSON SALES Corp., Los Angeles (new cars), in a 30-day campaign which started April 1 is using a total of 150 spot announcements per week on eight stations in that area. List includes KRKD KFAC KGFJ KFI KECA KNX KHJ KPAS. Agency is The Mayers Co., Los Angeles.

GRIFFIN MFG. Co., Brooklyn (shoe polish), has renewed quarter-hour news program with Holland Engle on WGN Chicago, Tuesdays, Thursdays and Saturdays, for 52 weeks, effective April 11. Agency is Bermingham, Castleman & Pierce, New York.

SCHULZE & BURCH BISCUIT Co., Chicago, effective April 2 began sponsorship of *Funny Paper Party*, a half-hour reading of *Chicago Tribune* comics, Sundays on WGN Chicago, with Harold Isbel as m.c. Contract is for 13 weeks. Agency: Leo Burnett Co., Chicago.

NORTHERN TRUST Co., Chicago, has renewed *The Northerners* for 52 weeks on WGN Chicago. Half-hour program heard Wednesday nights has been a feature of Chicago radio for 12 years, and presents Lois Wallner, soprano, an all-male octet and orchestra directed by Harry S. Walsh. Agency is J. Walter Thompson, Chicago.

"You hit it -- Joe"

WINNING LAYOUT — Judges awarded the First Prize for this layout in "Eye Catchers'" competition, announced in Advertising Age. Award was made to Joe Gunther of the Branham Company, Chicago.

BE SURE YOU GET
COVERAGE
WHERE IT'S
NEEDED MOST

THE IMPORTANT PART OF ANY MARKET IS THE PRIMARY AREA. CINCINNATI IS NO EXCEPTION.

COVER CINCINNATI FIRST BY USING THE STATION THAT REACHES LARGEST AUDIENCE AT LOWEST COST.

WCPO
CINCINNATI'S NEWS STATION

WCPO is under the same sound management policy as WNOX, Knoxville, Tenn.; and WMPS, Memphis, Tenn.

REPRESENTED BY
The
BRANHAM
Co.

WCPO
CINCINNATI'S NEWS STATION

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS
PER DOLLAR
ASK
HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

UTTER-McKINLEY, Los Angeles (mortuary), on April 3 started sponsoring a nightly quarter-hour live musical program, *Music For You*, on KFWB Los Angeles. Contract is for 52 weeks. Associated Adv. Agency, Los Angeles, has the account.

VENUS PACKING Co., Los Angeles (Pronto pre-cooked chili & beans), in a 30-day test campaign which started April 10 is using a heavy schedule of daily spot announcements on 16 Southern California stations. List includes KFOX KGER KPAS KWKW KECA KFAC KFI KFVD KFWD KGFJ KHJ KMPC KMTR KNX KRKD KIEV. Agency is Glasser-Gailey & Co., Los Angeles.

SANTA MONICA PALISADES, Santa Monica, Cal., (ballroom), on April 4 started using a total of 100 transcribed announcements weekly on seven Southern California stations. List includes KHJ KIEV KFWB KFVD KPAS KMPC KNX. In addition daily participation is being used in *Make Believe Ballroom* on KFWB, with a nightly 30 minute remote broadcast on KMPC. Contracts are for 13 weeks. Dean L. Simmons Adv., Hollywood, has the account.

M. SUSKIND & SON, Rochester, has begun sponsorship on WSAY Rochester of Stanley Dixon, MBS commentator originating from KSO Des Moines, on his Sunday noon program. Cohen Wholesale Grocery of Sioux City, Ia., has begun sponsoring the commentator on KTRI Sioux City.

ADMIRACION Labs., Harrison, N. J., the first of April started a new series of transcribed musical commercials on seven Eastern and Southern outlets in behalf of Admiracion shampoo. Replacing a former jingle by a trio of singers, the new 60-second spot is more elaborate—features a three-piece orchestra and mixed chorus. Discs are aired five times weekly on two stations in Philadelphia, and in Baltimore, Washington, Norfolk, Richmond and Atlanta. Agency is Charles Dallas Reach Co., Newark, N. J.

SAMARITAN INSTITUTE, Los Angeles (alcoholic cure treatment), on April 6 started sponsoring a six-weekly quarter-hour news commentary with Gilbert Wales on KMPC Hollywood. Contract is for 13 weeks. Institute currently sponsors a daily ten-minute transcribed musical program on that station and recently added similar programs six times per week on KPAS Pasadena and 13 times weekly on KFVD Los Angeles. Schedule of two spot announcements weekly is also used on latter station. Agency is Smith & Bull Adv., Los Angeles.

SALLY MASON CREATIONS, New York (women's apparel), has named Crofton Advertising, New York, to handle its advertising account. Plans are said to include radio.

PLEASED WITH PREMIER of *Palmolive Party*, NBC, Saturday, April 1, were (l to r) Thomas Butcher, advertising manager on Palmolive Soap, Colgate-Palmolive-Peet Co., Ted Bates, president, Ted Bates Inc., Barry Wood, singer; Robert E. Healy, general advertising manager, Colgate-Palmolive-Peet Co. The celebration took place in the Rainbow Room, Radio City, New York, following the initial broadcast of the new program, on which Barry Wood is a featured vocalist.

KENU PRODUCTS Co., Los Angeles (Kenu cleanser) on April 8 started sponsoring a six-weekly five-minute transcribed program *Record for Today* on KNX Los Angeles. Series presents musical salute as well as tribute to an outstanding local serviceman. Contract is for 52 weeks. Little & Co., Los Angeles, has the account.

BLUM'S CONFECTIONERY, San Francisco (candy and pastry), on April 23 switches *Red Lacquer and Old Jade*, half-hour recorded music and travelogue from KSFO to KFRC Sunday 6:30-7 p.m. (PWT). Contract is for 13 weeks. Account was placed by Julius Zederman Agency, San Francisco.

GREAT STAR COFFEE Corp., New York, has named Al Paul Lefton Co., New York, to handle advertising on Sol Cafe, and Great Star, new soluble coffees. Space and radio advertising campaign is now in preparation, but no definite plans have been made.

HOUSE OF DIAMONDS, New York, new to radio, has signed for a 52-week institutional series of seven weekly quarter-hour recorded music programs on WLIB Brooklyn. Agency is Blackstone Co., New York.

PIEL BROS., New York, is using a total of 150 transcribed spot announcements and chain breaks weekly on five New York stations: WBYN WHN WINS WNEW WMCA. Campaign which started Jan. 3 was expanded April 3 on WHN with participations during the period preceding broadcasts of the Brooklyn Dodgers' baseball games. Agency is William Esty & Co., New York.

SHELL OIL Co., New England, has renewed its early evening ten-minute sports and news program, Thursdays, Fridays and Saturdays, over the Yankee stations WNAC WEAN WICC WAAB WCSH WFEA WLBZ WLNH.

With KCKN now operating in Kansas City, Missouri, and continuing the use of its Kansas facilities, KCKN becomes the *only* station operating in both cities — the only *truly* Greater Kansas City station.

KCKN's new quarters, utilizing the entire third floor of the Waltower Building, house the business offices, auxiliary studios, auxiliary news room, music library, and auxiliary production facilities.

Thus does KCKN become an even *more* potent advertising medium for your sales messages to the folks in and near Greater Kansas City.

"This is MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Network, bringing to its in-the-money, eager-to-buy listeners the outstanding night-time Mutual shows.

ON THE AIR — DAY AND NIGHT

Add the listener-attracting feature of KCKN's Mutual affiliation to KCKN's day and night — *all* night — schedule, plus the fact that KCKN has *always* been Greater Kansas City's "popular music station" — and come up with one of the "hottest" radio buys in town.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GEN'L MGR.
KCKN, KANSAS CITY WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN

CAPPER PUBLICATIONS, Inc.

NEW YORK 17	CHICAGO 1	KANSAS CITY 6	SAN FRANCISCO 4
420 LEXINGTON AVE.	160 N. MICHIGAN AVE.	21 W. 10TH STREET	1207 RUSS BUILDING
Mohawk 4-3280	Central 5977	Harrison 4700	Douglas 5220

First in Prestige!
First in Audience!
First for Advertisers!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

ALLAN T. PREYER, executive vice-president, Vick Chemical Co., has been nominated to serve as president of the Advertising Club of New York, which will hold its annual meeting and election May 9. Other officers are: vice-president — Clarence L. Law, vice-president, Consolidated Edison Co.; Lee J. Eastman, president, East Coast Aviation Co.; Stanley Resor, president, J. Walter Thompson Co.; and treasurer—James A. Brewer, president, Brewer-Cantelmo Inc.

SEEMAN BROS., New York, has signed a 52-week contract for seven five-minute programs weekly on WLIB Brooklyn as part of a local campaign for Pique Kitchen Magic. Schedule now includes participations on news programs on WQXR WNEW New York and WAAT Newark. Agency is J. D. Tarcher & Co., New York.

THREE additional sponsors have signed for Martin Agronsky's locally sponsored news program on the Blue Monday through Friday 8-8:15 a.m. They include J. S. Hall & Sons, men's clothiers, on WBIR Knoxville; Lemay Beverage Co., on KGHI Little Rock; and J. H. Tyrrell Co., growers and farmers supply house, on KPQ Wenatchee, Wash.

EVANS FUR Co., Chicago, on April 10 began sponsorship of Johnny Betts, the *Singing Salesman*, whose quarter-hour program will be heard five weekly on WGN Chicago. Length of contract is indefinite. Account is handled by State Advertising Agency, Chicago.

V. R. WEST, in the public relations department the last three years with McCann-Erickson Adv. Agency, Minneapolis, has joined the Pillsbury Flour Mills Co., Minneapolis as director of public relations.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

STILL AMERICA'S BUSIEST MARKET!

In Sales Management's High Spot Cities forecast for May, Knoxville ranks First with a City Index of:

155.0

The bustling WROL Market offers the Sales Opportunity of the Decade. Write WROL for the complete and amazing story of the brightest market, present and future, in the entire country.

WROL *Knoxville*
NBC FOR EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

RTPB Panel

(*Continued from page 10*)

in the spectrum should not be changed;

III. (Approved by an 18 to 6 vote). Width of Channel: It was the general thought of the Panel that they saw no reason to discuss changing the present FM channel width of 200 kc and that there was no need at this time for reconsideration;

IV. (Approved by a 23 to 1 vote). Number of Channels Required for an Adequate VHF Broadcast Structure:

It is the consensus of the Committee that a minimum of 80 to 100 channels for commercial and non-commercial broadcasting stations is necessary for the development of an adequate nationwide FM Broadcast structure, and the Committee recommends that these 80 to 100 channels, comprising a band of 16 to 20 megacycles, be so assigned that they shall be continuous.

Members of the Panel present were:

C. M. Jansky Jr., chairman; W. R. David, General Electric Co., Schenectady, vice-chairman; Everett L. Dillard, Commercial Radio Equipment Co., Kansas City, secretary; I. R. Weir, and H. P. Thomas, General Electric Co.; G. L. Beers, RCA Victor Division, Camden; O. B. Hanson and Raymond Guy, NBC, N. Y.; Dr. F. M. Doolittle, WDRC Hartford; W. B. Lodge, CBS N. Y.; W. F. Cotter, Stromberg-Carlson, Rochester; L. M. Clement, Crosley Corp., Cincinnati; G. E. Gustafson, Zenith Radio Corp., Chicago; S. C. Spielman, Philco Corp., Philadelphia; H. C. Forbes, Colonial Broadcasting Corp., Buffalo; L. L. Thompson, Metropolitan Television Corp. (W75NY), New York City; Frank A. Gunther, Radio Engineering Labs., Long Island City, N. Y.; Walter J. Damm, president, FMBI Milwaukee; Thomas T. Goldsmith Jr., Allen B. DuMont Labs., Passaic, N. J.; George W. Lang, chief engineer, WGN Chicago; Howard Luttgens, chief engineer, NBC central division; C. H. Wesser, chief engineer, WWJ-WENA Detroit; Phillip Laeser, chief engineer, WTMJ-WMFM Milwaukee; Dr. R. R. Loudermilk, U. S. Office of Education, Washington; R. Briggs, Westinghouse, Baltimore, Md.; B. Thompson, Federal Telephone & Radio Corp., Newark; H. W. Holt, Buffalo; R. J. Kinsley, technical supervisor, WBEN Buffalo; and Grant Wrathall, consulting engineer, Washington. Observers were: George P. Adair, FCC Chief engineer; J. E. Hayes, CBS; Dudley E. Foster, Majestic Radio & Television Corp., Chicago; G. Bird, Canadian Marconi Co., Montreal; and A. E. Barret, British Ministry of Supply Mission.

U. S. Rubber Renews

U. S. RUBBER Co. announced last Friday it had renewed the New York Philharmonic over a full CBS network for another year 3-4:40 (EWT) on Sundays. First year's contract would have expired next month. Format and time are unchanged, with Dr. Artur Rodzinski conducting. Agency is Campbell-Ewald Co., New York.

337 OWI OVERSEAS SPOTS ARE FILLED

ABOUT two-thirds of current requirements for men and women for important missions overseas in connection with impending military operations have been met with appointment of 337 of the required 450 persons needed for the overseas propaganda program, Elmer Davis, OWI director, announced last Saturday. Response to the appeal, made Feb. 23 through the OWI Newspaper and Radio Advisory Committee, brought nearly 4,000 letters of inquiry and 2,221 applications.

Appointments thus far made include: 12 administrative officers and assistants; 59 information specialists of various grades; 16 language specialists; 94 newsmen; 39 radio program specialists; 69 Morse code operators, and 48 radio engineers. Mr. Davis added it may be necessary, as military operations advance, to increase this overseas staff. The personnel will prepare material for distribution in enemy-occupied territory and will work in close cooperation with the invasion armed forces. They will be stationed either in combat areas or in bases serving these areas. Most of the new personnel will be assigned to the European theatres but some will go to the Mediterranean and others to Far Eastern theatres of operations. A few will be in New York and San Francisco but nearly all will be trained for eventual overseas work.

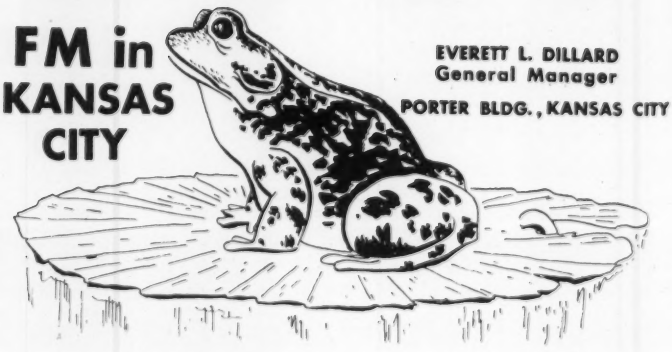
Alley to Navy

GENERAL MANAGER J. Lindsey Alley, of WHIS Bluefield, W. Va., has been commissioned a lieutenant (jg) in the Navy and reports for active duty April 25. Hugh Shott Jr., vice-president of the Daily Telegraph Printing Co., parent corporation, will take over the duties of the vacated post. Miss Ruby Brewer, traffic director and secretary to Lt. Alley, will handle all routing correspondence.

Lt. Alley

KOZY

FM in KANSAS CITY



EVERETT L. DILLARD
General Manager
PORTER BLDG., KANSAS CITY

AFM BANS REPEATS OF FM TO SCHOOLS

REFUSAL by James C. Petrillo, president of the AFM, to allow rebroadcasts beginning last week of the WBBM Chicago, *Workshop for War* program over the Chicago Board of Education's FM station, WBEZ, was based on his contention that it was merely another item of the whole AFM controversy now being investigated by a Senate subcommittee.

According to George Jennings, acting director of the Radio Council of the Chicago Public Schools, Mr. Petrillo's action was not an outright refusal, but in Mr. Petrillo's terms, was done because "the whole FM situation is under consideration and until it is straightened out, we don't wish to make any commitments."

The Petrillo letter to the school officials stated that his refusal resulted from the AFM's incomplete plans in regard to the broadcasting of live music by FM stations. The Board of Education had asked WBBM if it might rebroadcast *Workshop for War*, a series of phases in Midwest industry, for educational purposes in its classrooms. Live orchestral backgrounds are used on the programs, and the AFM has not yet made a ruling on use of music by union musicians on FM stations. The program will not be used.

New WRJN Studios

NEW STUDIOS and offices have been opened at 1225 W. Mitchell St., Milwaukee, Wis., by WRJN, whose studios formerly were located in West Allis, Wis., which is adjacent to Milwaukee. The new studios, opened to the public April 15, represent the foreign language division of the station and broadcast 28 hours weekly in 12 languages. Albert B. Gale, station salesman, manages the new facilities.

Censors Meet

OFFICE of Censorship called in three members of the shortwave section, broadcasting division last week for a meeting in Washington, April 13-15. Those who attended were Lt. Campbell Watson, USNR, chief, shortwave section, broadcasting division, San Francisco; A. F. Kimball, chief, and Thomas C. McCrey, assistant chief shortwave section, broadcasting division, New York.

WNAX Film Shown

PHIL HOFFMAN, vice-president and general manager, WNAX Yankton, and Jack Paige, promotion manager of the station, entertained about 125 agency radio executives at luncheon last Wednesday at the Waldorf-Astoria, New York. Two color films were shown: "The Story Behind America's Tallest Radio Tower," depicting the station's personnel, facilities, audience and market, and "The Typical Midwest Farmer," made at the dedication of the station's 915-foot radiator tower and at the launching of the S. S. Typical Midwest Farmer by the farm family chosen as typical of the farmers in the WNAX five-state service area. George Brett, sales manager of the Katz Agency, which represents WNAX, introduced the station officials to the gathering.

WOW Birthday

CELEBRATING its 21st birthday, WOW Omaha sent a summary of the station's war record to the FCC and the NAB. The report to the FCC indicated that 38.4% of WOW time was devoted to programs contributory to the war effort, and the statement to NAB stated that during the 12 month period ending March 1, 1944, the station used 3,077 spot announcements and 108 programs for various war agencies, the commercial value of which totaled slightly more than $37,000. This, it was pointed out, did not include the war-effort announcements and programs given over WOW on network and transcribed shows.

★ ★ ★ ★ ★

KXYZ
NOW 5,000 WATTS
1320 KC BLUE NETWORK
HOUSTON, TEXAS
• represented by the Branham Company

POPULAR
with network and national spot advertisers
POPULAR
with LISTENERS, too!

★ ★ ★ ★ ★

that Crossley study of the Syracuse Market is ready

CROSSLEY, Inc. has just completed the most exhaustive study of radio listening ever undertaken in Syracuse and Central New York. This study covers radio homes in Syracuse and the 40 mile trading area. It embraces nearly 60,000 interviews. It covers non-telephone as well as telephone homes and both daytime and nighttime listening.

IN an effort to insure as nearly perfect accuracy as possible, Crossley's investigators made thousands of personal house-to-house calls and took actual dial readings from radios.

THIS study was sponsored by all four Syracuse radio stations. We believe it to be an invaluable guide to buyers of radio time in Central New York State. We are proud of the position which WAGE has attained in that market and cordially invite you to inspect the full Crossley report. Just ask a Petry man.

WAGE
Syracuse, N. Y.
BASIC BLUE NETWORK

Represented Nationally by Edward Petry Company

NBC
MUTUAL

TRI-PENN MARKET

WKBO
Harrisburg
WORK
York
WGAL
Lancaster

The PLUS Buy in the Heart of PENNSYLVANIA

These three stations offer you a responsive, ready-made audience. They can be bought as a package at an exceptionally attractive low combined rate—or, purchased individually.

Sales Representative:
PAUL H. RAYMER

Ryan Invites Cooperation

(*Continued from page 9*)

lumbia, S. C.; Nathan Lord, WAVE Louisville; Ed Yocum, KGHL Billings, Mont.; J. Leonard Reinsch, WSB Atlanta.

No immediate changes in the NAB organization are foreseen. Mr. Ryan said he did not have in mind bringing to the organization any members of his Censorship staff and he proposed to study the Association's operations at first hand before formulating his plans.

Mr. Ryan left his post as vice-president and general manager of the Fort Industry Co., operating stations in West Virginia, Ohio, Georgia and Florida, shortly after Pearl Harbor, to assume the censorship post under Mr. Price. It had been expected that he would return to Fort Industry, headquartering at WSPD Toledo, upon completion of his Government work. He still plans to return to active broadcast operation upon completion of the NAB tenure.

Mr. Ryan's predecessor, Neville Miller, was elected the first paid president of the NAB in 1938, after having distinguished himself as the "flood mayor" of Louisville. Prior to that appointment, the president of the NAB was elected from the membership on what amounted to an honorary basis, without salary, and the administrative direction was left to the managing director.

During the latter part of Mr. Miller's term considerable opposition developed to his continued stewardship. FCC Chairman James Lawrence Fly, shortly after he was appointed to the Commission in 1939, had sharply criticized the NAB and its president, alleging that the organization was "network-dominated." The desire for the change in presidency, however, was not premised upon the FCC controversy but rather on the expressed view that a "practical broadcaster" familiar with radio operations and with Government should occupy that post during wartime conditions. Mr. Ryan was drafted as one who meets all the requisites.

A Toledo businessman before his advent in broadcasting in 1927, Mr. Ryan was identified with the Arbuckle-Ryan Co., manufacturers of agricultural equipment and railroad supplies. The company was dissolved in 1928, at which time he went into the gasoline business with his brother-in-law, Lt. Comdr. George B. Storer, USNR, president of Fort Industry, now stationed in the Ninth Naval District, headquartered in Chicago. In 1931 the gasoline business was sold and Fort Industry went into radio as its major activity. Stations in the group include, in addition to WSPD, WWVA Wheeling; WMMN Fairmont; WLOK Lima; WHIZ Zanesville; WAGA Atlanta; WFTL Fort Lauderdale-Miami.

WAVE DOESN'T WORK FOR COIN (KY.)!

Far from being dreamy-eyed idealists, we at WAVE are realists of the old school! We simply know that Coin (Ky.)—and all the rest of the villages in this State—can't *half* match the radio potentials of the Louisville Trading Area. So we beam our 5000 watts at *cash*, and let the Coin (and credit) go! . . . If *you're* a realist, too, you'll know WAVE is your one best bet in Kentucky.

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. . . N.B.C.
FREE & PETERS, INC.
National Representatives

NAM Disc Series

SOME 400 stations will carry *Businessmen Look to the Future*, a 13-week transcribed series offered free to local stations by the national industrial information committee, of the National Assn. of Manufacturers, New York, as part of a "Better America" campaign [BROADCASTING, March 27]. Discs will be available for local sponsorship, and will be heard starting about May 15. Appropriation for radio promotion is $25,000. There are no plans for paid radio advertising.

JIM SHELBY, radio director of McCann-Erickson, Chicago, left April 11 for boot training with the USMC at San Diego, Cal.

7 FM, 2 VIDEO CPs ARE SOUGHT OF FCC

APPLICATIONS for seven new FM stations, two commercial television stations and one local standard outlet were filed with the FCC last week. Facilities as requested for these new stations may be found in Actions of the FCC on page 64.

FM applicants include: Josh Higgins Broadcasting Co., Waterloo, Ia.; Beckley Newspapers Corp., Beckley, W. Va.; WCHS Charleston, W. Va.; KGDM Stockton, Cal.; WWNY Watertown, N. Y.; American Broadcasting Corp., Knoxville, Tenn.; KDYL Salt Lake City. Tower Realty Co., Baltimore, seeks a Channel 4 commercial television station and a Channel 7 outlet is requested in the application of WTIC Hartford, Conn. The new standard local station is sought by the Alabama Broadcasting Co., Sylacauga, Ala.

20th Year for WLS

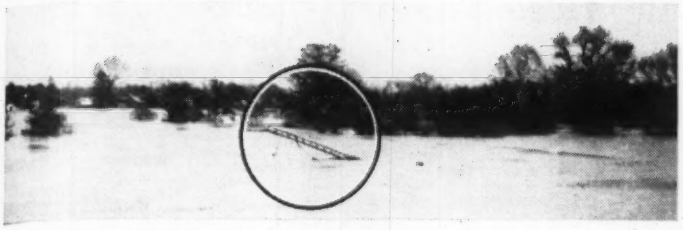
WLS Chicago silently observed its 20th anniversary April 12. No formal celebration marked the occasion because of the war. "The Prairie Farmer Station", owned by Burridge D. Butler, is a Blue affiliate, operating with 50 kw on 890 kc and sharing time with WENR Chicago. Eight of the original staff are still with the station which began operations in 1924 on 870 kc with 500 w.

Fij-Oil Sponsors

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil Shampoo), on May 1 begins sponsorship of 6 to 20 spot announcements daily, live and transcribed programs on the following stations: WENR WCFL WGN WAIT WIND WJJD Chicago, and WIBC WOWO WEMP WTCN WLOL WMIN. Contract termination indefinite. Agency is Malcolm-Howard Adv., Chicago.

EFFECTIVE April 1 the New York advertising agency of Siesel & Bruck was changed to Kaplan, Siesel & Bruck, with the addition of Alvin H. Kaplan, former radio director and vice-president of Rose-Martin as an associate member. Firm was known for 17 years as Harold J. Siesel Adv., until January of this year when Sidney Bruck, former Rose-Martin art director, became an associate.

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
5000 WATTS



ONLY THE TIP of the wrecked antenna (circle) of WCBI Columbus, Miss. shows as flood waters of the Mississippi snapped the supporting guy wires. Though its tower site was inundated, WCBI gave bulletins on flood conditions and highway information every few minutes over a mobile unit. WCBI general manager, Bob McRaney, reports the tower a complete loss and announces plans are under way to erect a new one.

ANOTHER STATION which fell a victim to Mississippi flood waters, forcing it off the air for two days, is WGRM Greenwood, Miss., part of which is visible above the torrent. In the boat are Gordon E. Clark, chief engineer and F. C. Ewing manager, while standing in the door, partially obscured, is Billy Lewis, one of WGRM's operators. When last heard from, they were still using hip boots inside the transmitter house, and a boat was used for transportation to and from stranded station.

WJMC to Bridges

VOLUNTARY assignment of the license of WJMC Rice Lake, Wis., was granted by the FCC last week from Walter H. McGenty, sole owner, to Walter C. Bridges, for $17,500. It was learned that Mr. McGenty, who also owns and publishes the farm journal *Stock & Dairy Farmer*, is retiring from broadcasting because of ill health and in order to devote more time to his other interests. Mr. Bridges is president of WEAU Eau Claire, Wis., and is secretary-treasurer of Head of the Lakes Broadcasting Co., licensee of WEBC Duluth, WMFG Hibbing, Minn., and WHLB Virginia, Minn. He holds 10% interest in the corporation.

Macmillan to Grant

MACMILLIN PETROLEUM Corp., has appointed Will Grant Adv. Agency of Los Angeles to handle its advertising it was announced.

Capt. Lovette to Sea

CAPT. LELAND P. LOVETTE, director of Navy public relations, will be replaced by Rear Admr. Aaron S. Merrill, just returned from Pacific combat duty, the Navy Dept. announced last week. Capt. Lovette, in command of a destroyer squadron at Pearl Harbor, Dec. 7, 1941, has been given a sea command.

Capt. Lovette

CBS Program Types

MANAGERS of most CBS affiliate stations reported that 70% of CBS programming by types was "about right", in answering a questionnaire from the network. Figure was erroneously reported as 10% in the April 3 BROADCASTING.

KSUB POWER BOOST TO 250 W GRANTED

CONSTRUCTION PERMIT for changes in equipment and for increase of power from 100 w to 250 w was granted by the FCC last week to KSUB Cedar City, Utah, in accordance with the FCC-WPB Public Notice of Jan. 26, 1944, regarding the use of critical materials by broadcasters.

In the same action, WTEL Philadelphia was granted its petition for reinstatement of application for construction permit to make changes in equipment and increase power from 100 w to 250 w, subject to the condition that a construction permit will not be issued until the company shows by written evidence within 90 days of notice of conditional grant, in accordance with the Jan. 26 notice, that proper WPB approval has been obtained; that the company is able to complete all construction necessary within a reasonable period, and that acceptance of grant upon these conditions is made within 20 days of notice of grant.

The petition of Meadville Tribune Broadcasting Co., Meadville, Pa., for reinstatement of application for a new standard station, was denied by the Commission without prejudice to consideration of a further petition with facts and data as required under procedures established in FCC statements of policy issued Aug. 11, 1943 and Jan. 26, 1944. The proposed station would share time with WSAJ Grove City, Pa., on 1340 kc with power of 250 w.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Out-Flanked!
Your product IS out-flanked in the Hartford Market — unless you cover the entire trading area. WDRC—the basic Columbia station for Connecticut—gives you complete coverage of Connecticut's Major Market.
USE WDRC TO CONNECT IN CONNECTICUT
CBS

for SMN* it's WHN
DIAL—1050
50,000 WATTS
* SPORTS · MUSIC · NEWS

KOY PHOENIX 550 KC
CBS
JOHN BLAIR & COMPANY
KEY STATION: The Arizona Network
AFFILIATE STATION WLS CHICAGO

"Now, if we were only staying at THE ROOSEVELT"
When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.
Rooms with bath from $4.50.
HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager
Other Hilton Hotels From Coast to Coast:
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Olive Lackley
50,000 WATTS C B S
HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....
WCKY
THE L. B. Wilson STATION

CORRECTION

The April 10 issue of BROADCASTING carried a full page ad on SAM ADAMS, Your Home Front Quartermaster. The ad stated that SAM ADAMS is sponsored on 108 stations. That is incorrect. SAM ADAMS is now sponsored on *126 stations*. SAM ADAMS is that quarter-hour transcribed program that everyone is talking about. The show, built around a typical folksey grocery store, is pulling amazing audiences all over the country. 156 episodes are available for sponsorship on a three- or five-a-week basis. For availability in your city and further information, write or wire to Harry Jacobs Productions, 745 Fifth Ave., New York 22, N. Y.

NATIONALLY REPRESENTED BY WEED & COMPANY

Top time buyers, seeing this line on a station letterhead, know it means quick action. Stations that use Weed, know it means more sales.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Agencies Ready for Video Boom

(Continued from page 11)

Casual Clothes Inc., all of New York.

J. Walter Thompson Co. has established joint radio-film department activity under the direction of John U. Reber, agency vice-president, with George Gladden as "film director". Television directors are Gene Kuhne and Tom Weatherly, who are described as "creative executives". The agency has used both the DuMont and Schenectady stations.

Young & Rubicam, under the supervision of Harry Ackerman, reported it plans a "great deal of early action for our clients". John Southwell, formerly of BBDO, has joined the agency as television director and John Barry, motion picture head, is serving as adviser in television. Definite television plans will be formulated within a month, Mr. Ackerman reported.

R&R Research

Ruthrauff & Ryan has an "unofficial" television department under the supervision of Reggie Morgan, agency copy chief. While the agency has not yet done any telecasting, it is conducting intensive research and is evolving plans for television programs.

Donahue & Coe, New York, reported through John Hugh, television director, that television is 'definitely on our bill for future productions". While no television staff has been set up, Mr. Hugh is working on a series of programs for various clients. The agency has done no telecasting to date but has a number of clients interested.

Critchfield & Co., Chicago, through M. E. Blackburn, radio director, reported the agency is "not unmindful of television nor indifferent to the part we feel it will play in advertising. However, our present operations permit only the most tentative plans regarding it."

Abbott Kimball Co., New York, through Cecil H. Hackett, vice-president and radio and television director, has used the DuMont station for fashion programs. Its current television client is *Harper's Bazaar*.

Lawrence C. Gumbinner Adv. Agency, New York, reported two clients definitely interested in television. One of these, unidentified, has already set up a definite budget for experimentation. The agency said it was not rushing into production but was exploring possibilities of television for several accounts, looking on the experimentation as guidance for the future rather than for direct commercial value. Television director is Paul G. Gumbinner, who also is the agency's radio director.

Kenyon & Eckhardt reported it has used "before and after" commercials on the DuMont station and that it has three accounts definitely interested in television campaigns. Robert Stevens is television director, and will function under Joseph Stauffer, who takes over as radio director as of June 1.

Seeds Interested

Russel M. Seeds Co., Chicago, reported it was "very interested" in television for such clients as Brown & Williamson Tobacco Co., Grove Labs. and Schaeffer Pen Co., according to June Rollinson and Hub Jackson, of the agency's radio department.

Among large agencies reporting "several" accounts interested in commercial television but which did not identify the clients were Buchanan & Co., New York, which reported four or five accounts planning commercial television "shortly", according to Jack Wyatt Jr., radio and television director; Arthur Kudner Inc., New York; William H. Weintraub & Co., New York; Mitchell-Faust Adv. Co., Chicago; H. W. Kastor & Sons, Chicago; Presba, Fellers & Presba, Chicago; Goodkind, Joice & Morgan, Chicago.

Lake-Spiro-Shurman, Memphis, and J. Carson Brantley Adv. Agency, Salisbury, N. C., who place substantial national business in the proprietary fields, reported client interest in television and eventual establishment of video departments.

Expansion of television transmitting and receiving facilities is frozen by WPB restrictions on equipment and receiving set manufacture. There are nine television stations operating on more or less consistent schedule and some 40 applications for new video transmitters pending, primarily from major markets.

Trade sources estimate that within 18 months to two years following the lifting of the manufacturing freeze orders, which conceivably will not come prior to European victory, most of these stations will be on the air. Simultaneously, receiver manufacturers now poised for an unprecedented sales and exploitation drive can be expected to get under way.

Trade estimates place the cost of the average television set at retail at approximately $200. It is predicted that within 18 months some 750,000 homes in such markets as New York, Philadelphia, Schenectady, Chicago, and Los Angeles will be equipped for video reception. Assuming an average viewing audience per receiver of six, the total audience available in these markets would be approximately 4,500,000.

CBS Television Outlet Resumes Live Pickups

VIDEO STATION WCBW for CBS in New York, will resume a "limited production" of live programs originating in its studios at 15 Vanderbilt Ave., New York, across the street from the station's transmitter atop the Chrysler Bldg.

Studio programs, limited now to two hours a week, will be telecast each Friday night beginning May 5, replacing the film programs presented since suspension of studio shows in December, 1942.

Station officials explaining say there are so many limitations of manpower and facilities they do not wish to make any definite statements about plans until they are sure they can carry them out.

WNBT, NBC's New York video station, opened its television studio briefly last Monday for a talk by James Lawrence Fly, FCC Chairman.

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., I.N.S. and Reuters.

WHIO IS
THE DAYTON MARKET
5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

A GOOD TIP FROM A NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P O BOX 1324 MEXICO, D F

Video Experts Seek Finer Definition

Images of 1,500-Line With 1,000 mc Predicted

A ROUNDTABLE discussion of the technical problems of television, ranging from the probable future definition of video pictures to proper make-up for artists operating under the intense lights required for telecasting and the probable design of home projection sight-and sound receivers, was presented at the April meeting of American Television Society held last Tuesday at the Hotel Capitol, New York.

Panel members included: Dorman D. Israel, engineering vice-president of Emerson Radio & Phonograph Corp.; William Bohlke, RCA commercial engineer; William B. Still, president, Jamaica Radio & Television Service; Richard Campbell, research engineer of Allen B. DuMont Laboratories; Milton Walsh, RCA commercial engineer in charge of theatre television, and Philip A. Goetz, engineering supervisor of CBS television studios. Norman D. Waters, ATS president, acted as quiz-master.

No Limit

Engineers agreed there is no limit to the definition which may be attained, "if you are willing to spend the time and money necessary to attain it," and they predicted that at some future date pictures of 1500-line definition may be telecast on frequencies in the neighborhood of 1,000 mc. After the war it will probably be on the present standard of 525 lines, they stated.

AFA Postpones Meet

INDEFINITE postponement of the annual meeting of the Advertising Federation of America, scheduled for June 4-7 in Chicago, was announced last Thursday by Joe M. Dawson, president. He stated that the AFA board of directors "has voluntarily postponed our annual convention to cooperate with the Office of Defense Transportation in order that the travel facilities we would require may be made available to meet the war ends."

Resumption of Commercial Telecasting At Early Post-War Date Urged by Panel

RECOMMENDATIONS that commercial television broadcasting be resumed as soon as manpower and materials are available and on approximately pre-war standards will be submitted to the Radio Technical Planning Board by the Television Panel, No. 6, it was learned following a meeting of the panel last Friday in the Roosevelt Hotel, New York. (See story on Panel 5 meeting on page 10.)

Although Chairman David B. Smith of Philco Corp. declined to discuss the contents of the recommendations approved by his panel, it is understood that they urge the resumption of approximately the same operating standards for video broadcasters as obtained immediately before the war—bandwidths of six megacycles, with 525 scanning lines, an interlace of two to one, with 30 frames and 60 fields per second.

Citing operating experience as proof that the lower channels of the 40-85 mc bands in which telecasting has been done are the best ones, as well as the need for more channels than have presently been assigned to television, the panel recommended assignment to commercial telecasting of 30 contiguous six-megacycle channels, with the lower end in the vicinity of 40 mc. Lowest channel currently assigned to television is the 50-56 mc band. The 44-50 mc channel, formerly television channel No. 1, is now part of the frequencies allotted for FM broadcasting.

Recommendations are also said to request that 30 channels, each 20 mc wide to provide for experimentation with images of higher fidelity and higher definition, be allotted for experimental telecasting in the upper frequencies between 600 and 2,000 mc. Relay channels for commercial broadcast purposes —studio-to-transmitter links, portable mobile pickup links, inter-city links and intra-city links—as well as experimental relaying of wide-band monochrome, color and theatre television, also are included in the panel's recommendations, which ask for the assignment of frequencies for video relaying in the upper reaches of the radio spectrum.

No decision was made on whether the aural part of sight-and-sound broadcasting should be transmitted by FM, as at present, or by AM. This question was returned to committee 4 of panel 6 for further study, it was reported.

Blue Group to Meet

THE STATIONS Planning & Advisory Committee of the Blue Network will hold its annual spring meeting April 21 at the Hotel Waldorf-Astoria, New York.

WE NEED A SPORTS ANNOUNCER

Sam Molen, our sports announcer, is moving on to do sports for KMBC and we need someone to replace him.

The man we need should be of stable character, good habits and dependable. He should know more about sports than merely be able to read a news dispatch. He should be able to do play-by-play football because we cover all West Virginia University football games by direct wire from the various stadia. He should know plenty of baseball because he will cover major league training camps with a portable recorder and must be able to converse freely with all the baseball big shots.

The position we have open is not a big league job but it has proven a stepping stone for the last three fellows who occupied it. The man we seek will be paid a reasonable salary. He will be expected to work 40 hours a week and do some other announcing chores as well as sports. He will get a two week vacation with pay each year as well as a month and a half salary as bonus just as all our employees do.

If you're looking for a chance to get some darned good experience on a medium-sized station, send us your background, picture and salary requirements in your first letter.

STATION WCHS
CHARLESTON, W. VA.

WMMN offers you PLAIN PEOPLE -of the liberal American sort who have all the needs of the average citizen and who have a tremendous loyalty for their WMMN which we have built up over the years.

THEY LISTEN!

•

THEY HAVE CONFIDENCE!

•

They BUY

No Advertiser can ask for More!

5,000 WATTS

WMMN

FAIRMONT, W. VA.

ASK A JOHN BLAIR MAN

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
For December 1943-January 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 12.5	WGRC 23.2	B 36.7	C 27.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 28.6	WGRC 31.1	B 20.4	C 18.2
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 41.1	WGRC 12.3	B 37.1	C 8.1

There must be a reason — and this is it!

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith · National Representatives

Plans for $16,000,000,000 Fifth Loan Give Radio a Major Bond Selling Role

THE IMPORT of radio's participation in the approaching $16,000,000,000 Fifth War Loan Drive gained hightened significance last week as the plans being formulated by the War Finance Division of the Treasury Dept. for the Campaign's broadcast promotion activities began to assume definite shape, awaiting final revisions and approvals. With radio time and talent topping by a million dollars (see story next page) the contributions made by all other media combined during the five weeks of the Fourth War Loan, it is expected that broadcasters will effect even greater achievements in behalf of the coming Drive, scheduled for June 12 through July 8.

Under the direction of Thomas H. Lane, WFD director of press, advertising and radio, a large number of sponsorable programs and announcements, as developed by WFD during the past Loans, are now being prepared for the Fifth Loan, to be augmented by special events broadcasts and other special features under consideration. For release to all stations requesting them will be a series of 24 sponsorable *Treasury Salute* quarter-hour programs and a series of 48 sponsorable five-minute *Treasury Song for Today* programs. One-third of both these series will be aimed toward the farm audience. The *Salutes* for the Fifth Loan will honor various outstanding persons in America instead of certain industries as during the Fourth Loan.

Packets of announcements are being prepared by WFD in addition to those released through OWI and are to be written so that they may be locally sponsored. The general packet will contain 30 one-minute announcements and 15 35-word announcements. A similar farm announcement packet is also included.

OWI Coverage

Although arrangements for coverage through OWI have not been completed, the Treasury expects to utilize the full OWI schedule—network allocation plan, special assignment plan, local station assignment plan and the national spot allocation plan. A meeting of OWI, Treasury and radio officials is scheduled for the close of this week to decide the problems relating to OWI and WFD on the Loan.

Proposed special events programs which have been recommended include: (1) a four-network "kick-off" program, also available to non-affiliates, which would feature President Roosevelt, Secretary of the Treasury Morgenthau and possibly other number-one public figures, pickups from battlefronts with commanding officers and selected non-commissioned men relating the value of War Bond purchases to the fighting man, pickups from American and English war plants for worker interviews; (2) a program series on "America's ace Bond salesman", Sec. Morgenthau, on his trips about the country; (3) a women's program, which would feature world famous women and women public leaders; (4) a nightly report on the progress of the Drive, to be conducted by Ted. R. Gamble, WFD national director; (5) a labor-management program, which would feature union leaders and management representatives; (6) special farm programs; (7) a youth program series for students; (8) network Bond days; (9) and a special series of four half-hour *Treasury Star Parade* programs.

These promotion suggestions and other phases of Fifth Loan planning are to be described by Ted Gamble and Tom Lane at a meeting of advertising, agency and media executives to be held at the Biltmore Hotel, New York, April 21. The meeting will be under the joint sponsorship of the Treasury and the War Advertising Council.

Four network name-band programs have been arranged for special Bond promotion. These are: Guy Lombardi, NBC, Wednesdays and Thursdays, 11:30-12 p.m.; Tommy Dorsey, NBC, once a week, time to be determined; Horace Heidt, Blue, Saturdays, 4-5 p.m.; and Little Jack Little, Blue, Monday through Friday, 1:45-2 p.m.

Major emphasis during the Drive will be upon reaching the $6,000,000,000 quota set for individuals, the largest for any Loan to date. Further information on the Fifth Loan will be presented in a special campaign book, the Treasury Radio News and NAB Bulletins to be issued at later dates after final decisions have been made along with the necessary revisions.

Candy Campaign

A THREE-POINT plan to emphasize the value of candy as a fighting weapon was inaugurated in Chicago, April 13, when some 175 midwestern candy manufacturers met at the Palmer House to begin action on a national consumer campaign directed by the National Confectioners Assn. through the Leo Burnett Adv. Agency, Chicago.

Sokit Names Ellis

SELECTION of Ellis Advertising Co., Buffalo, to handle advertising for the Sokit Co. (Sokit for diapers), has been announced. Radio, newspaper, direct mail and counter displays are being used.

Peck Handles Templetone

TEMPLETONE Radio Co., Mystic, Conn., makers of Temple Radios, whose plant is converted 100% to war production, has placed its advertising with Arthur Sinsheimer of the Peck Advertising Agency. Walter Schwartz will be chief production executive of the account.

83.9%
of WSAI's
contracts are
RENEWED
contracts!

WSAI
DIVISION OF THE CROSLEY CORPORATION
CINCINNATI 2, OHIO

WAKR

TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO., National Representatives

Radio 4th Loan Aid Tops Other Media

$12,800,000 Contribution Is Estimate of NAB Research

CONTRIBUTIONS totaling $12,800,000 in time, talent and promotions were made by radio and radio advertisers on behalf of the Fourth War Loan Drive, according to data released last week by the research department of the NAB. This figure tops the combined Fourth Loan contribution of all other advertising media by a million dollars.

The NAB figure is based on the war effort broadcast reports submitted monthly to the NAB and the report of OWI covering network allocations, network advertisers and national spot advertisers. The estimate made by OWI was adjusted to place the figure on a gross basis and to include the talent involved.

Included in the tabulation of individual station reports on war effort contributions was detailed information on all efforts originated by each station in Fourth Loan promotion. These included contributions over and above time and talent—special rallies, mass meetings, traveling bond troups and other unique bond promotion activities. The NAB figure is without duplication since the station reports of network, network advertiser or national spot advertiser contribution to the Loan are contained in the OWI report.

The estimate of $12,800,000 was furnished by the NAB to the Treasury on April 8, but through some misunderstanding the Treasury Dept. assumed the NAB figure did not included the OWI figure released in February [BROADCASTING, Feb. 28] and issued a report that the total radio contribution was $15,000,000. This figure, of course, was an overstatement.

BOB HOPE, star of NBC series bearing his name, is author of a book, *I Never Left Home*, dealing with his entertainment tour overseas. Published by Simon & Schuster, New York, volume will be released in June.

WOW Omaha has purchased the Associated Press leased wire service.

Winchell Sues Hoffman for $250,000 For Article in Michigan Newspaper

WALTER WINCHELL, Blue commentator, last week filed suit in U. S. District Court in New York against Rep. Clare E. Hoffman (R-Mich.), charging that Rep. Hoffman "maliciously composed, published and furnished" to the *Marcellus* (Mich.) *News* an article conveying the impression that Mr. Winchell is "un-American, unreliable and a party to a conspiracy to undermine the confidence of the general public in the U. S. Government". The commentator asks $250,000 damages.

Black Files Complaint

The article in question, according to a copy attached to the complaint, appeared in the *Marcellus News* March 16 under the caption, "Statements of Fact from Washington" over the signature of "Clare E. Hoffman, Your Representative." Quoting one sentence: "It is about time the Navy, having stripped Winchell of his uniform, his pay and his duties, ousted him from his position as a Reserve Officer of the Navy," the complaint charges that the article gave the impression that Mr. Winchell was "guilty of some improper, unbecoming and disgraceful conduct by reason of which the U. S. Navy deprived the plaintiff of his right to wear the uniform of a lieutenant commander in the U. S. Naval Reserve."

The complaint, filed by Loring L. Black, former New York congressman, alleges that the article held Mr. Winchell up to public scorn to his injury and personal damage in his reputation as a radio commentator and newspaper columnist.

In Washington last Thursday Rep. Hoffman said he had not been served with any papers and that he wasn't aware the New York federal court had jurisdiction in Michigan. "If Winchell wanted to sue me," said the Congressman, "he should have gone to the federal court in the Western District of Michigan."

Rep. Hoffman said he sent a copy of the *Congressional Record*, containing a speech about Mr. Winchell, to "Michigan newspapers". On March 13 Rep. Hoffman is quoted in the *Record* as saying: "The Navy has stripped Winchell of his uniform, of any duties he might have had; they have stripped him of his pay, but he is still, to the disgrace of the Navy and every decent man in it, carried on the rolls as a reserve officer. He is carried there according to my understanding by virtue of White House influence. How long are they going to carry that man?"

Meantime investigators and analysts of the House Special Committee on Un-American Activities, of which Rep. Martin Dies (D-Tex.) is chairman, are continuing a study of Mr. Winchell's broadcasts and columns of the last two years, according to Robert E. Stripling, chief investigator, with a view to beginning hearings in the near future. Rep. Dies had not returned to the capital from Texas as BROADCASTING went to press, but before leaving he had said his Committee would investigate alleged "un-American" writings and utterances of the columnist-commentator.

STROMBERG-CARLSON Co., Rochester, N. Y., manufacturers of communications equipment for the armed forces, has received a second star for its Army-Navy "E" pennant.

Miss Mary Dunlavy
Ruthrauff & Ryan
N. Y., N. Y.

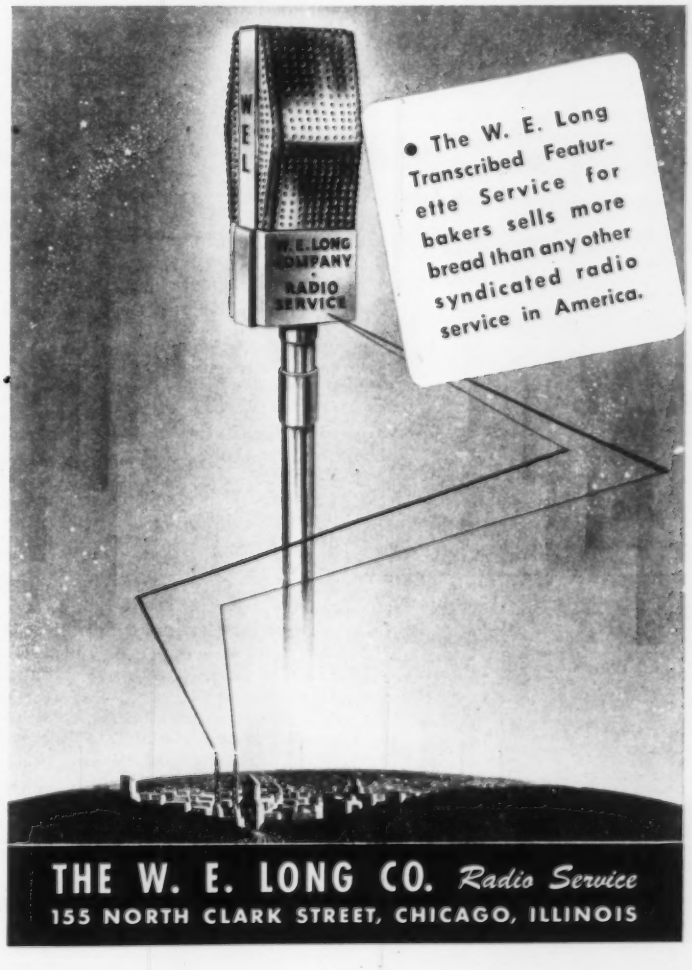
Dear Mary:

Things are sure humming in West Virginia, as far as the monthly earnings of employees in the state's six major industries are concerned. The West Virginia Chamber of Commerce has just reported that the average monthly earnings for these employees during the first months of 1944 averaged $214 per capita. This compares with an average of $168 for workers in the same industries for the same periods in 1943. That's a pretty good increase, isn't it, Mary? Guess maybe that's one of the reasons why West Virginians buy so many war bonds. It's also a mighty good reason why this state is a good bet for any advertiser who wants to sell something.

Regards,

Yours,
Algy

WCHS
Charleston, W. Va.


W E L
W. E. LONG COMPANY
RADIO SERVICE
• The W. E. Long Transcribed Featurette Service for bakers sells more bread than any other syndicated radio service in America.

THE W. E. LONG CO. *Radio Service*
155 NORTH CLARK STREET, CHICAGO, ILLINOIS

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

AP

WPDQ, Jacksonville, Fla.

. . . your Telescript features such as 'Behind The War News", "It Happened This Week" and 'Washington Inside Out" are so good that they have always been sponsored on this station.

Robert R. Feagin
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE Springfield Ohio...

WEED & CO... National Representatives

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

War Role to Mark Radio Session

(*Continued from page 14*)

will be directed by Gloria Chandler, Children's Theatre and Radio, Assn. of Junior Leagues of America.

Religion's broadcast panel will be headed by Franklin G. Dunham, National Catholic Welfare Service.

Head of the panel on radio research will be Matthew N. Chappell, consultant to C. E. Hooper Inc.

School broadcasting will be directed by Kathleen N. Lardie, assistant supervisor, Dept. of Radio Education, Detroit Public Schools. Among those participating will be Maj. Harold W. Kent, War Dept. liaison, Office of Education; Luke Roberts, educational director, KOIN-KALE Portland; Mark L. Haas, WJR Detroit; Frank Ernest Hill, CBS *American School of the Air*.

Kenneth G. Bartlett, director, Radio Workshop, Syracuse U. and chairman of the FREC Committee on Standards for College Courses in Radio, will direct the panel on college radio courses. Participants will include Robert J. Landry, CBS director of program writing; Lyman Bryson, CBS; Tom Slater, MBS director of special features, war programs and sports; Arthur Stringer, NAB; H. B. Summers, Blue manager of public service division; Judith Waller, NBC central division director of public service.

FM Panel

Music broadcasts will be directed by Alton O'Steen, department of fine arts, Alabama U. Panel on radio and reading will be directed by James F. Fullington, department of English, Ohio State U.

FM radio and education will draw many figures from the radio industry. William D. Boutwell, information service director of the Office of Education, will be chairman. C. M. Jansky Jr., of Jansky & Bailey, consulting engineers, will discuss FM technical requirements in terms of coverage. George P. Adair, FCC chief engineer, will talk on procedure for obtaining educational station licenses. Panel participants will include Walter Evans, of Westinghouse; Hugh S. Frazier, NAB engineering director; O. B. Hanson, NAB vice-president and chief engineer; William B. Lodge, CBS chief engineer. A Sunday panel session also is planned.

Directing the Junior Town Meeting panel will be co-chairmen, W. Linwood Chase, Boston U., and Harry D. Lamb, supervisor of radio education and speech, Toledo Public Schools. Broadcasts to women will be directed by the NAB Assn. of Women Directors, with Ruth Chilton, association president and women's commentator of WCAU Philadelphia, presiding.

A special session at 5 p.m. Saturday will cover regional station international broadcasting. Presiding will be William Wallace Beavers, program director of WCOL Columbus. A demonstration of a BBC-WLW broadcast is planned by James L. Cassidy, WLW-WSAI special events director, and Stephen Fry, of the BBC, New York.

Section meetings on educational subjects are planned Saturday night. Work-study groups will be held Sunday morning, continuing the Saturday afternoon meetings.

A general session at 2 p.m. Sunday will take up radio's role in understanding. Presiding will be Harry H. Davis, vice-president, Ohio State U. Among speakers will be Pearl S. Buck, author.

A special session will consider morale on the fighting fronts, and is scheduled for 5 p.m. Sunday. Annual dinner of the institute will be held at 7:30 Sunday. Toastmaster will be Howard L. Bevis, president of the Ohio State U., with Elmer Davis, Office of War Information director, as speaker. Crosley Corp., Cincinnati, will provide entertainment.

At Monday meetings, Wynn Wright, NBC production chief, will head a panel on production techniques. Elmer G. Sulzer, U. of Kentucky director of public relations, will be in charge of college public relations broadcasting. Other meetings will go into education responsibilities in wartime through special events, writing for radio, training radio journalists, radio and recruitment, radio councils and recordings for education. These meetings are all slated for 9:45 a.m. Monday. A general session on radio and post-war problems will be held at 2 p.m. Monday.

SUPPLYING news to more radio clients than ever before in its history, United Press has added ten new stations in nine states, according to UP radio sales manager, A. F. Harrison. The new subscribers are: WOPI WDEV WWSR WJTS WRLC WHEB WFBR WKBB WHMO and WHIP.

PROPOSED $150,000 advertising campaign of Chicago's Committee for Patriotic Action was ended last week by the committee chairman James M. Cleary. He reported that only $26,990 had been contributed by industry.

Farm Radio Men Meet in Columbus

First National RFD Gathering Scheduled for May 5

FARM SERVICE directors of stations and networks will hold their first national meeting May 5 in Columbus, O., site of the Association of Radio Farm Directors meeting (RFD for short) in conjunction with the Ohio State University Institute for Education by Radio. It is expected that representatives of approximately 100 stations will attend.

Directors of West Coast stations met recently in Berkeley, Cal., to attend the fourth in a series of regional conferences called by the War Food Administration to discuss information problems in connection with 1944 farm production goals. A regional organization of RFD was formed at this meeting, with Bill Moshier of KJR-KOMO Seattle named chairman and secretary, Henry Schacht of KPO San Francisco vice-chairman, and Jennings Pierce, NBC Hollywood, honorary chairman.

Others present were Nelson McIninch of KFI Los Angeles, Raymond Rodgers of KMJ Fresno, E. W. Jorgenson of KFPY Spokane, Luke Roberts of KOIN Portland, and Hamilton Hintz of McClatchy stations, Sacramento.

Previously, the farm program directors held meetings in Chicago, Atlanta and New York [BROADCASTING, March 13].

A number of station and network farm men will participate in the IER programs at Columbus. Before a joint session May 6 on agriculture and homemaking, presided over by Wallace L. Kadderly of the Dept. of Agriculture, discussions will be held on sponsored service to farmers and homemakers and potentialities of television and FM in reaching these audiences.

William B. Lewis of CBS New York will lead a discussion on radio service to farmers at a farm service session May 7 which will include such topics as use of transcriptions, mail response from listeners.

★ ★ ★ ★

WSYR

The Only NBC Station Covering Central New York

—including over 40% of farms in the state.

★ 5000 Watts at 570 Kc
Syracuse, N. Y.
★ Represented by Raymer

BLAZING NEW SALES IN IDAHO

KSEI
POCATELLO · IDAHO

in the CONTROL ROOM

REGINALD K. HARRIS has been named acting assistant technical supervisor of WIP Philadelphia in a shifting of the engineering personnel as a result of Clifford C. Harris taking leave for overseas duty as field engineer with the Western Electric Co. James H. Tisdale has been promoted to acting technical supervisor of the station.

CARL BEASLER, WWVA Wheeling, W. Va., has been inducted into the Army.

ROBERT L. McKENNY, technician of KIEV Glendale, Cal., has joined KFVD Los Angeles.

ELY I. BERGMANN, of the engineering staff of Mutual and WOR New York, has resigned to join the overseas division of the Office of War Information. He will be stationed in London.

AL BISBEE of the WKRC Cincinnati engineering staff reports to Great Lakes Naval Training Station in three weeks.

RICHARD DELP, engineer of WFIL Philadelphia, has recovered from a prolonged illness and resumes his post in the master control room.

MARIE CORNET, completing a training course under the direction of Ernest Gager, plant manager of KYW Philadelphia, has obtained a first class operator's license and is now a member of the KYW engineering staff. Other young women holding down fulltime positions in the KYW control room are Alice Cleveland and Winifred Hunt.

THE THREE BUSY B's of WMAL Washington see Ruth Crane off to a flying start with her new participation show, *The Modern Woman*, by providing two sponsors, Swift & Co. for Sunbrite and H. J. Heinz Co. for Vicoa. Busy B's are (l to r) Kenneth H. Berkeley, WMAL manager; Ben Baylor, commercial manager; Bryson Rash, director of special features. Miss Crane recently joined WMAL after 15 years at WJR Detroit.

PVT. FRANK BERNATO, former engineer of WICA Ashtabula, Ohio, has married Mary Pavolino, music director of the station.

ALFRED ABROMATIS has joined the engineering department of WOR New York, replacing Ely Bergmann, resigned.

GEORGE PEARCE, active in broadcasting and allied radio industries for the past five years, has been added to the engineering staff of WPEN Philadelphia.

PAUL J. FOODY, transmitter engineer of KYW Philadelphia, has left to enter the Navy.

O. P. (Jerry) ACHTENHAGEN, for the past two years general manager of the Philco Training School, Philadelphia has purchased the Radio & Appliance Distributing Co. Denver, a Philco outlet for that area.

GRACE SABBATH has joined the control room staff of CKLW Windsor-Detroit.

DR. ALFRED N. GOLDSMITH, consulting engineer, has announced the new location of his office at 597 Fifth Ave., New York.

WILLIAM KLENKE, engineer at WJJD Chicago, is the father of a boy.

James West Transferred To Chicago by Agency

FORMER manager of the Pacific coast office of the Dancer-Fitzgerald-Sample Co., James West, has been reassigned and will assume the enlarged responsibilities in the radio department of the company's Chicago office. Effective May 16. Craig Maudsley will take over management of the Pacific coast office.

Mr. Maudsley formerly was manager of WAIT Chicago prior to joining Dancer-Fitzgerald-Sample Co., and has had agency experience as producer and radio director. He has been associated with KNX KHJ KFAC Los Angeles.

Stevens Hotel Spots

STEVENS HOTEL, Chicago, started sponsorship of an institutional radio advertising campaign, April 6, using spot announcements on 30 stations in key cities. Contract is indefinite with the first schedule running four weeks. Agency is M. M. Fisher Associates, Chicago. Jack L. Fisher is account executive.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Hitting the SPOT in Baseball

Play-by-play sponsored major league games now are being broadcast by:

A few spots around these games are still available!

WSAI Cincinnati, Ohio
WERC Erie, Pa.
WCED DuBois, Pa.
WKST Newcastle, Pa.
WIBG Philadelphia, Pa.
WOL Washington, D.C.

Spot Sales, inc.
New York: 400 Madison Ave. • Chicago: 360 N. Michigan Ave.
San Francisco: 5 Third St. • Hollywood: Hollywood Blvd. at Cosmo

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

KXOK 630 KC.
ST. LOUIS
BLUE NETWORK
5000 Watts Full Time
Represented by John BLAIR & CO.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 8 TO APRIL 14 INCLUSIVE

Decisions . . .

APRIL 12

KSUB Cedar City, Utah—Granted CP in accordance with Public Notice of Jan. 26, 1944 to make changes in equipment and increase power from 100 w to 250 w.

Meadville Tribune Broadcasting Co., Meadville, Pa.—Denied petition for reinstatement of application for CP new station, 250 w, 1340 kc, sharing time, without prejudice to consideration of a further petition with facts and data as required under procedures established in Commission's statement of policy issued Aug. 11, 1943 and Jan. 26, 1944.

WTEL Philadelphia—Granted petition for reinstatement of application for CP make changes in equipment and increase power from 100 w to 250 w, conditions.

WDAK West Point, Ga.—Granted CP move transmitter and install new antenna.

WJMC Rice Lake, Wis.—Granted consent to voluntary assgn. license from Walter H. McGenty to Walter C. Bridges for a total consideration of $17,500.

WOW Omaha—Adopted order denying petition for hearing, rehearing, or other relief directed against the action of the Commission Feb. 29, 1944, granting application of Inland Broadcasting Co. (KBON), Omaha, for renewal of license and denying petition of WOW for relief under Sec. 312 (b) of Communication's Act.

KOMA Oklahoma City—Adopted order amending hearing notice in matter of application for CP, by addition of supplemental issues.

WELO Tupelo, Miss.—Granted mod. CP authorizing new station for approval of studio and transmitter locations.

KVOP Plainview, Tex.—Same.

Applications . . .

APRIL 10

WCBN Brentwood, N. Y.—Mod. CP for extension completion date from 5-7-44 to 11-7-44.

The Brockway Co., Watertown, N. Y.—CP new FM station, 47,300 kc, 4,145 sq. mi.

WCOL Columbus, Ohio—Transfer control from Kenneth B. Johnston to Lloyd A. Pixley and Martha P. Pixley, jointly, and Milton A. Pixley and Grace M. Pixley, jointly.

KLRA Little Rock, Ark.—Transfer control from A. L. Chilton to Gazette Publishing Co.

KGHI Little Rock, Ark.—Vol. assgn. license to A. L. Chilton and Leonore H. Chilton, partnership d/b KGHI Broadcasting Service.

American Broadcasting Corp., Knoxville, Tenn.—CP new FM station, 45,100 kc, 3,230 sq. mi.

KDYL Salt Lake City—CP new FM station, 43,500 kc.

KPPC Pasadena, Cal.—Mod. license change hours of operation from sharing time with KFXM to limited time.

APRIL 11

Tower Realty Co., Baltimore, Md.—CP new commercial television station, Channel 4.

WTIC Hartford—CP new commercial television station, Channel 7.

WCHS Charleston, W. Va.—CP new FM station.

WLAY Muscle Shoals City, Ala.—Vol. transfer control from Joseph Wiggs Hart and Joseph Carl Russell to Frank Mitchell Farris Jr.

WWPG Palm Beach, Fla.—Relinquishment control by Charles E. Davis through sale 125 shares to Ajax Corp.

KGDM Stockton, Cal.—CP new FM station, 45,900 kc, 19,696 sq. mi. coverage.

Alabama Broadcasting Co., Sylacauga, Ala.—CP new standard station, 250 w, 1340 kc, unlimited.

APRIL 12

WNRA Bound Brook, N. J.—Mod. CP for extension completion date from 5-7-44 to 8-7-44.

WNRI Bound Brook, N. J.—Same.

WNRE Bound Brook, N. J.—Same.

WNRX Bound Brook, N. J.—Same.

Radio Corp. of America, Camden, N. J.—License for reinstatement of experimental television broadcast station W3XEP to be operated on Channel 5, power of 50 kw peak, A5, A3, and special emission, amended to omit special emission for visual operation and change power to 30 kw peak.

Josh Higgins Broadcasting Co., Waterloo, Ia.—CP new FM station, 44,300 kc, 26,943 sq. mi. coverage.

KGEZ Kallispell, Mont.—Authority to make changes in automatic frequency control equipment.

Beckley Newspapers Corp., Beckley, W. Va.—CP new FM station, 46,000 kc, 8,500 sq. mi. coverage. (Incomplete, wrong frequency).

APRIL 14

Consolidated Broadcasting Corp., Ponce, P. R.—CP new standard station, 1420 kc, 250 w, unlimited. Facilities of WPRP.

WMOH Hamilton, O.—Mod. CP for approval transmitter site and change studio location.

Toledo Blade Co., Toledo—CP new FM station, 44,500 kc, 8,400 sq. mi. coverage.

WPTF Raleigh, N. C.—CP new FM station, 43,300 kc, 23,343 sq. mi. coverage.

WHBF Rock Island, Ill.—CP install 250 w transmitter to be used for auxiliary purposes.

KFAR Fairbanks, Alaska—Extension special service authorization to operate with RCA Type 10-DX transmitter, on 660 kc, 10 kw, unlimited, for period 6-1-44 to 5-1-46.

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

ACCURACY
Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
Consulting Radio Engineers
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

WANTED—Transmitter Engineer holding radiotelephone first license for 5 KW midwest station. $42.50 week and eight, or more hours overtime. Supply outline of experience, education, draft status, and enclose a snapshot. Address Box 90, BROADCASTING.

FLORIDA—NEED GOOD COMBINATION ANNOUNCER AND CHIEF ENGINEER. DRAFT PROOF. RELIABLE MAN OR WOMAN. STATE QUALIFICATIONS, SALARY DESIRED, AND ENCLOSE RECENT, FULL-LENGTH SNAPSHOT. BOX 93, BROADCASTING.

Texas kilowatt Mutual desires competent announcer. Send all. Box 125, BROADCASTING.

Texas Mutual needs commercial man who produces. Good future. Box 126 BROADCASTING.

ANNOUNCER-NEWSCASTER. Draft exempt. Must have some experience. Basic salary $40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

Announcer—Must be dependable and ambitious. Good pay and permanent job for right man. Write—wire—or telephone WDNC, Durham, N. C.

Announcer-Operator wanted. Man with limited experience acceptable if draft deferred. Station located in South-Midwest near large city. Good working conditions—good pay. Write Box 143, BROADCASTING.

OPERATOR—First class license for new 5 KW transmitter KINY Juneau, Alaska. Opening for chief if qualified. Permanent position. Travelling expenses paid from Seattle. Address Vincent I. Kraft, 708 American Bldg., Seattle.

Wanted—First or second class operator. 1 KW Blue-Mutual Station. Excellent working conditions. State salary expected. Draft status. Radio Station WTJS, Jackson, Tennessee.

Announcer: $35.00, 48 hours. Topnotch man wanted by local station. Box 149, BROADCASTING.

Program Director: Require excellent male voice and experience in program management. Box 150, BROADCASTING.

Announcer-Salesman: Must have good male voice. Excellent prospects. Best living conditions. Box 151, BROADCASTING.

Chief Engineer: Fifty hours, fifty dollars. Operate transmitter half shift and handle technical supervision of transmitter and program control center. Box 152, BROADCASTING.

Wanted by WOPI—Chief Announcer—with highest qualifications, alert,, conscientious and willing to work. Must have Executive ability. Also First Class Announcer, above the average in ability and performance. Only men of highest qualification need apply. Positions are permanent and Salary and Talent above average. Apply Box 575, Bristol, Tenn.

Wanted Transmitter Engineer. First or second class license by CBS affiliate. For details write or wire Chief Engineer WIBX, Utica, New York.

Two announcers, 40 hour week. Send complete details, salary requirements first letter, WCHS, Charleston, W. Va.

EXPERIENCED BASEBALL ANNOUNCER wanted who can do top notch job on out-of-town games from telegraphic reports as well as home games direct from ball park. Full southern association season schedule starting April 28th. Write full details as to experience, draft status, age, salary expected and send voice transcription to P. K. Ewing, Gen. Mgr. WJBW, New Orleans, La.

Help Wanted (Cont'd)

Draft exempt, Chief Engineer: for modified 6B Western Electric, 5 kw, water cooled transmitter. College town of 25,000, moderate living costs, in center of Dude Ranch country, nice climate both summer and winter. Ideal place for family man. Rate $1.25 per hour. Also 1 A operator @ $1.06 per hour. KGVO, Missoula, Montana.

OPERATOR—Over draft age for permanent position. State references, education, and experience. Include photo. Write Technical Manager, Radio Station, WFDF, Flint, Michigan.

Wanted—Operator, first or second class license. Permanent, no wartime replacement. Salary $40.00 per week. WERC, Erie, Pennsylvania.

Experienced radio announcer on 5 KW regional network station. Give experience and salary requirements. Box 166, BROADCASTING.

WIBG, Philadelphia wants 3 good ad lib announcers. Wages and working conditions are good. Apply in person or send transcription, latest photo and draft classification to WIBG, 1425 Walnut St., Philadelphia 2, Pa.

WANTED—Experienced mail pull announcer by prominent Midwest NBC station. Excellent opportunity for draft deferred man of good character. Should also be able to handle some general station announcing. Will pay moving expenses if necessary. Give full information including exact draft status, etc. Write KSOO, Sioux Falls, S. D.

Experienced Announcer by Midwest network station. Write immediately giving full information concerning draft status, salary expected, etc. Box 162 BROADCASTING.

PROGRAM - PROMOTION - DIRECTOR—wanted by Blue affiliate in New York State. Man capable of handling combination department plus talent shows. State full qualifications and expected salary in first letter. Box 148, BROADCASTING.

Situations Wanted

Station Manager—Versatile, energetic radio man, 13 years radio-publication experience, desires congenial, honest connection with promising future. Successful background as manager of both local and regional network affiliates. Married with family, 3-A. Draft deferred. Box 142, BROADCASTING.

FLEETWOOD JACK'S Nevada Ranch Gang . . . seven master musicians—ace entertainers. Close harmony singing, yodels, music. Radio-stage experience. Union. Phil Edwards, 448 Walker Building, Boston 16, Mass.

Executive with 11 years managerial and programming experience with basic network station desires position as manager, assistant manager, program or production director of major network affiliated station, preferably in East. Box 147, BROADCASTING.

Operator-Announcer—Permanently deferred—restricted phone—23—single—desires experience—good personality—desires permanent position with station preferably Western Pennsylvania—West Virginia—Ohio—will consider other locations—available April 15th. Charles Kuhner, 1011 W. Wildwood, Fort Wayne, Indiana, Telephone Harrisson 8677.

4F experienced staff announcer, newsman, controls and dramatics. Immediate announcing and dramatic position desired. Box 505, YMCA, Johnstown, Pa. Available immediately.

Salesman—Draft exempt, seven years radio experience. Desires location in Florida. Box 153, BROADCASTING.

Situations Wanted (Cont'd)

Versatile Man—Announce, Mss., programs, act, news, originality, human interest, Radio, Theatre, Newspaper background. Non-draft. No neophyte. Details first letter, please. Box 87, BROADCASTING.

Commercial Manager—Age 39—5 years experience—salary and commission—services available September 1944—present income $4400.00. Box 128, BROADCASTING.

Women's Editor—Two years radio writing and broadcasting. Arteraft instructions specialty with studio demonstrations. Prospectus and transcription on request. Box 157, BROADCASTING.

FIRST CLASS LICENSE—Want job as transmitter operator. Southwestern or Rocky Mountain States. Amateur and Navy operating experience. Single, age 36, draft 4 F. Ernest Hoefar, 560 Fairplay Avenue, San Antonio, Texas.

CHIEF ENGINEER—10 years experience. College. Well rounded background. 4-F draft status, Age 25. Desires change. Box 156, BROADCASTING.

STATION EXECUTIVE available following Government service abroad. Fourteen years with major network affiliate in large market. Excellent record in national spot and local sales. Draft exempt. Box 159, BROADCASTING.

Commercial Manager with successful record desires change of location. Write Box 161, BROADCASTING.

Woman, highly trained and experienced in radio writing, production and broadcasting nationally, wishes a summer position for three or four months in high altitude, northern or seacoast city. Box 163, BROADCASTING.

Announcer—Thoroughly experienced now employed at 5 KW. Programming, production. Steady and dependable 4 F 34 third class ticket. Box 164, BROADCASTING.

Chief Announcer—5 years experience—network calibre—good character—reliable—versatile. Box 165, BROADCASTING.

Station Owners—Young top radio sales executive draft-exempt desirous of managing sales of progressive station. At present controlling radio advertising, large New York accounts. Box 104 Radio—246 Fifth Ave., New York City.

GENERAL MANAGER—10 years experience, 4 F, desires connection with larger more progressive station or network. Address Box 167, BROADCASTING.

RESEARCHER—Broad experience and acceptance will consider establishing general survey and promotional service in good market, to serve station managers and agencies with on the spot current indices and program ratings; pass the sales ammunition; improve dealer distribution and cooperation. Information regarding need for such service in your market is solicited. Box 122, BROADCASTING.

Has **MANPOWER** shortage thrown a monkey wrench in your machinery? Turn to **WOMANPOWER!** Experienced radio copy and promotion writer, 24. Prefer West. Box 171, BROADCASTING.

Staff Violinist—Western and name band. Union. Box 123, BROADCASTING.

Program Director—Univ. graduate, age 36, draft deferred. 15 years experience radio, entertainment field. Complete musical knowledge. Interested production, station or agency. Box 170, BROADCASTING.

Wanted to Buy

Cash for 250 watt transmitter complete. Also modulation and frequency monitor. 1379 Westminster Ave., Salt Lake City, Utah.

1 complete 250 Watt Standard Broadcasting Transmitter, also Studio Equipment and Tower. Box 132, BROADCASTING.

Before you sell your 250 Watt Station or one KW Transmitter and complete equipment for standard station, including towers, let us make you an offer. Address Box 154, BROADCASTING.

Responsible party will pay cash for 250 watt station. Any location considered. Box 158, BROADCASTING.

All or part interest in 250 watt station. Or, will lease or manage station. Two men with wide radio experience. Box 160, BROADCASTING.

WANTED

Transmitter engineers by WCKY Cincinnati — 50 kw CBS affiliate. Must be 4-F or over draft age. Address applications to Harvey B. Glatstein, Station WCKY, Cincinnati, Ohio. Applicants must comply with WMC regulations.

MODULATION MONITOR WANTED

●

ALSO, WANT FREQUENCY MONITOR AND OTHER EQUIPMENT, WRITE:

Box 131, BROADCASTING

WANTED

Control room engineers by WCKY Cincinnati—50 kw CBS affiliate. Must be 4-F or over draft age. Address applications to Arthur D. Gillette, Station WCKY, Cincinnati, Ohio. Applicants must comply with WMC regulations.

Wanted to Buy (Cont'd)

Wanted: Vertical radiator 150 to 200 feet. Any make. Good cash price. WKNE, Keene, New Hampshire.

EQUIPMENT WANTED: Approved frequency monitor, modulation monitor, and a 250 watt transmitter. Will pay cash. State details and price. Box 173, BROADCASTING.

Wanted—Speech equipment, any kind. Also frequency and modulation monitors. Box 177, BROADCASTING.

For Sale

5000 watt transmitter brand new, composite, but technically superior to pre-war factory built. Never used. Because of manpower shortage consider selling complete for about $40,000. Box 155, BROADCASTING.

For Sale, one tubular aluminum radio mast without lighting equipment or guy wires but including base insulator. Height: approximately 165 ft., price. $875.00. Purchaser to pay for packing and shipping. WLBC, Muncie, Indiana.

For Sale, two Western Electric vitaphone type turn tables with lateral pick-ups only less mixing equipment. WLBC, Muncie, Indiana.

New Directives Clarify Draft Policies

Stay of Induction for Men Over 26 Only Temporary

THE MANPOWER situation confronting the broadcasting industry, in the light of new instructions given draft boards governing the induction of men over 26 in essential activities, was clarified by Selective Service officials for BROADCASTING last Friday as follows:

1. The procedure for the induction of men from 18 to 38 as laid down by Maj. Gen. Lewis B. Hershey, Selective Service director, two weeks ago [BROADCASTING, April 10] remains in force.

2. The stay of induction ordered April 8 of men over 26 in essential activities is only *temporary* and was granted for the sole purpose of enabling draft boards and induction stations to concentrate on the processing of men under 26 who are urgently needed by the armed forces.

3. Draft boards will resume processing of men over 26 in essential activities as soon as they have completed their calls of men under 26, except where quotas may be filled by the younger men.

Essential Activity

4. All physically qualified men in the broadcasting industry under 26 who had been given occupational deferments will be immediately inducted.

5. Draft boards will continue to apply the War Manpower Commission list of essential activities in considering deferments for critical personnel in radio between the ages of 26 and 38.

6. Radio personnel who are classified IV-F will be undisturbed in their present employment.

Selective Service officials made it clear that Gen. Hershey's admittedly drastic order staying inductions of men over 26, with its attendant anti-climactic surprise to thousands of registrants who had arranged their affairs to enter military service, was merely a "postponement" which was put into effect to hasten the induction of younger men. Any speculation that this action involves or indicates a change of policy concerning registrants over 26 in essential industries was regarded as entirely without foundation.

In his instructions to State Selective Service directors regarding postponement of processing of men in the older groups, Gen. Hershey stipulated that such postponement "should remain in effect until you are satisfied that the processing of men under the age of 26 has been substantially accomplished". Selective Service officials would not estimate how much time the processing of the younger men would require, pointing out that availability of younger men varies in different areas. In some cases, the processing may be completed in a few weeks while in others it may take several months.

When the boards have exhausted their rolls of physically qualified men under 26, they will proceed with the processing of men between the ages of 26 and 30 and then with men over 30 until quotas are filled. The WMC list of essential activities will be recognized by the boards in considering deferments for radio men over 26 but will not apply in the case of men under 26.

Jett Plea Denied

Deferments for men under 26 will be granted only to a highly select list of activities and programs certified by the WMC Inter-Agency Committee on Occupational Deferments after two weeks of conferences with representatives of claimant agencies. The Committee denied the request of FCC Commissioner E. K. Jett, who appeared before it as chairman of the coordinating committee of the Board of War Communications, for deferment of young men in domestic communications, including broadcasting. The Committee recommended deferment for a few technicians employed by international radiotelegraph, radiotelephone and cable carriers outside Continental U. S.

The "supercritical" list includes radio engineering students graduating before July 1, 1944 and students in medicine, dentistry, and certain other professions. Industries listed include synthetic and reclaim rubber, specified aircraft, aviation gasoline, radar, rockets, submarines, aircraft carriers, landing craft, specified forms of transportation, and special fields of research.

To replace men under 26 who are being lost to essential activities, Gen. Hershey and WMC Chairman Paul V. McNutt have urged registrants classified as IV-F to seek employment in these industries or services. Following the recommendations of the Costello subcommittee of the House Military Affairs Committee looking to greater participation of military rejects in war or war supporting activity, Selective Service and WMC have designated the WMC list of essential activities as the basis for consideration for occupational deferment of those now in IV-F in classes II-A, II-B or II-C.

That portion of the essential activities list relating to radio broadcasting, covering occupations included in this category, follows:

D. Radio Broadcasting; Radio communications (Radiotelephone and Radiotelegraph); and Television Services:

Director of Operations, Radio Broadcasting (Domestic or Intrenational)
(This title includes those persons who are in charge directly, or through subordinates, of the activities of the various operating departments of a network. It also includes assistants who are directly responsible to the director of operations for the efficient functioning of the various operating departments of a network. It does not include any directors or assistants concerned with sales, promotional, legal, tax, clerical and other nonoperating aspects of a network.)
Dispatcher, Radio Communications
Electrician (All Around)
Engineer, Professional or Technical
(This title covers persons who are actually engaged as engineers in the operating or research phases of this activity regardless of educational background.)
Engineering Draftsman, Design
Foreman, Radio Communications (Installation and Repair)
Inspector, Radio Communications Equipment
Installer, Radio Communications Equipment
Instructor, Training Program (Radio Communications)
(This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.)
Instrument Maker (All Around)
Machinist (All Around)
Maintenance Mechanic (Domestic or International Broadcasting, and Radio Communications)
Manager, Employment and Personnel
Manager or Superintendent, Radio Communications System or Station
(This title covers those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications industry. This title covers, also, assistants who are directly responsible to such managers for the efficient functioning of the various technical and operating departments. It does not cover managers or their assistants concerned with promotional, sales, legal, clerical, tax, rate structure, or other segments of a nonoperating character.)
Managing Editor, News, Special Events or Public Affairs (Domestic or International Broadcasting)
Mechanician, Radio Communication Equipment
News Editor (Domestic or International Broadcasting)
News Editor-Announcer (International Broadcasting)
Plant Maintenance and Operations Supervisor (Radio Communications)
Program Director (Domestic or International Broadcasting)
Radio Broadcast Technician (All Around) (Domestic or International Broadcasting)
Radio Communications Technician (All Around)
Radio Telegrapher
(This title covers radiotelegrapher of both stationary and mobile radio services.)
Radiophoto Operator
Rigger Radio (Radio Communications and International Broadcasting)
Station Manager (Domestic or International Broadcasting)
Storekeeper, Chief (Radio Communications)
Television Engineer
Traffic Manager (Domestic or International Broadcasting)
Traffic Supervisor (Radio Communications)
Translator (International Broadcasting, Shortwave Monitoring Services, or radio communications)

Drawn for BROADCASTING by Sid Hix

"And Now, Fellow Gardeners, We Come to the First Hoeing Lesson in Our Garden Series!"

RAILROAD TESTING RADAR FOR SAFETY

EXPERIMENTS in the use of radar and electronic devices in communication and safety control on railroad lines, were begun recently by the Chicago, Rock Island & Pacific Railway, Chicago.

J. D. Farrington, chief executive officer of the road, announced that tests are now being made toward the development of equipment for communication between front and rear ends of trains, between office and switch crews in the yards, and ultimately, between dispatchers and crews enroute. In the tests now under way, radar will be used as a safety factor.

The railroad has appointed Ernest A. Dahl, Chicago engineer formerly with Western Electric Co., Chicago, and an instructor in radar and micro-waves in the Communications and Signal divisions of the Army, to conduct the investigations. Problems of space and available channels will be overcome with the use of micro-wave equipment, it is reported.

Luft Cosmetic Series

STEPPING up promotion of Tangee Petal-Finish face powder, George W. Luft Co., New York on May 7 starts *Sammy Kaye and His Sunday Serenade* on 176 Blue stations, Sunday, 1:30-1:55 p.m. Continuing its five-weekly five-minute *Band of the Week* transcribed series on WJZ, Blue New York outlet, the firm plans additional spot radio in the near future. Luft's previous network series was the NBC-Red Emily Post show *The Right Thing to Do*, which ran from October, 1938-April, 1939, featuring Tangee Lipstick. The firm decided lipstick could not be sold effectively on the air since its prime selling is color. Agency is Warwick & Legler, New York.

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